

THE HIGH SIERRA

Dedication

Under the wide, azure sky, in the glaring flood of light, the desert heat waves danced fantastically over the forgotten waste. In the distance the soft-tinted mountains seemed to beckon "Come." Amidst a cloud of dust the traveler I met stopped. He asked that I direct him to the cool fastness of the great, inviting Sierra Nevada.

In the Shade of a friendly mesquite I sketched for him, with a branch of greasewood, a map in the sand, Of this the shifting winds long since obliterated all traces, but a likeness, as near as may be, is herewith given to "Traveler." May it serve well as a guide to the Promised Spot.

To the Man and Woman of the Unlocked Outdoors, the Fisherman and the Hunter with Rod and Gun, Coffee Pot and Frying Pan, this Map is Dedicated.



TILLMAN
GOODMAN

Your Vacation

WHERE TO SPEND IT
AND HOW TO GET THERE

WHERE DREAMS COME TRUE



RAINBOW

Thousand Island Lake

Garnet Lake

Sullivan Lake

Webber Lake

GOLDEN

Shadow Lake

Upper Alger Lake

Lower Alger Lake

Eastern Brook

Fern Lake

Parker Lake

Gem Lake

Agnew Lake

Clarke Lake

Ruby Lake

Badger Lake

Emerald Lake

Rogers Lakes

Hamilton Lake

Waah Lake

Yoeast Lake

Upper Marie Lake

Lower Marie Lake

DAY TRIPS

Into the most beautiful country in the High Sierra reaching an altitude of 11584 feet on San Joaquin Peak.

A view of 30 lakes, twelve glaciers and summits between 13000 and 14000 ft. high looking into the dead sea of Mono Lake & the old mining settlement of Bodie, then, southward we look upon San Joaquin River, the Rainbow Falls country and the Devil's Post Pile.

YOUR VACATION

From the roaring valley highways through the mountain fastnesses of this Switzerland of America, the wilderness areas of the High Sierra unfolds in bewildering panorama.

A three hours ride returning the same day takes you to Agnew, Gem, or Waah lakes and permits three to four hours of unexcelled fishing; or a stop on upper Rush Creek will normally yield limit creels to even the novice. Other day pack trips into unbeatable fishing arranged.

Our trips are as short or as long as your time permits, and at surprisingly low cost. Our pack stock cannot be excelled in the Sierra and our guides and packers know every foot of our back country.

CORRALS AT JUNE AND SILVER LAKES

PLENTY OF FISH FOR EVERYONE

We re-stock the streams and lakes of our district every year—keeping them always up to our standard. Our country hasn't been fished out, It will never be. For every thousand fish taken out we have planted twenty-five thousand. That is one of the many reasons why

YOU CAN'T GO WRONG WITH DIXON & SULLIVAN

SIERRA SADDLE LIVERY

Telegraph and Mail

Address

BISHOP, CALIFORNIA

Not in Receipt

The Call of the Great Outdoors

By ROBERT W. SERVICE

HAVE you gazed on naked grandeur where there's nothing else
to gaze on,

Set pieces and drop-curtain scenes galore,

Big mountains heaved to heaven, which the blinding sunsets blazon,

Black canyons where the rapids rip and roar ?

Have you swept the visioned valley with the green stream streaking
through it,

Searched the Vastness for a something you have lost ?

Have you strung your soul to silence ? Then for God's sake go
and do it;

Hear the challenge, learn the lesson, pay the cost.

+ + +

Have you wandered in the wilderness, the sagebrush desolation,

The bunch-grass levels where the cattle graze?

Have you whistled bits of rag-time at the end of all creation,

And learned to know the desert's little ways ?

Have you camped upon the foothills, have you galloped o'er the
ranges?

Have you roamed the arid sun-lands through and through ?

Have you chummed up with the mesa ? Do you know its moods and
changes ?

Then listen to the wild—it's calling you.

+ + +

Have you suffered, starved, and triumphed, grovelled down, yet
grasped at glory,

Grown bigger in the bigness of the whole?

"Done things" just for the doing, letting babblers tell the story,

Seeing through the nice veneer the naked soul ?

Have you seen God in his splendors, heard the text that nature
renders ?

(You'll never hear it in the family pew,)

The simple things, the true things, the silent men who do things—

Then listen to the wild—it's calling you.

+ + +

They have cradled you in custom, they have primed you with their
preaching,

They have soaked you in convention through and through;

They have put you in a showcase, you're a credit to their teaching—

But can't you hear the wild ?—it's calling you.

Let us probe the silent places, Let us seek what luck betide us;

Let us journey to a lonely land I know.

There's a whisper on the night-wind, there's a star agleam to guide us,

And the wild is calling, calling . . . let us go.

+ In appreciation of California's incomparable sports playground and the
limitless thousands who find health and recreation on its lakes and streams
this page is dedicated.

DR. S. E. BERGMAN,
DENTIST

413 Pacific National Bank Bldg.

LOS ANGELES, CALIF.



Lake Mary—One of the beauty spots of the Sierra Nevada

THE HIGH SIERRA

by M. B. RICE

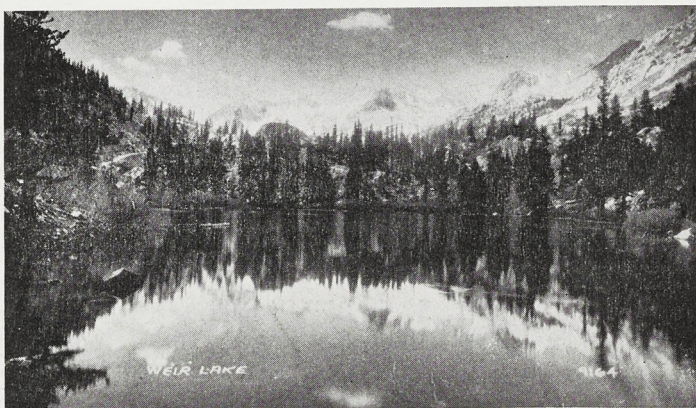
+ The desire for change is one of the most insistent and predominating instincts of the human race, We eternally crave new scenes, new environments and to be relatively happy we must have them.

+ In the depth of winter when we slyly peek at the Elk, Deer or Mountain Sheep head or the Rainbow, Eastern Brook or Golden hanging on the wall and reflecting their colors under the electric light, the true sportsman will stir uneasily in his chair.

+ Sooner or later vacation time comes and with it itching feet and unleashed desires. Many spots beckon—many places call—memories run rampant. Gurgling streams—green meadows—the leaping Rainbow at dusk—the five pointer fading into the distance over the crest of the hill or the entrancing whirr of the reel—all from a memory picture that stirs your very soul.

NATURE'S SPORT PARADISE

+ Nature selected the High Sierra empire of Inyo-Mono counties for one of those ideal worlds where men and women may find the recreation that has been theirs since they lived in caves and trees. And having chosen the High Sierra for such an empire Nature employed all her magic to finish the job without a flaw. She endowed this garden with fertile valleys, snow-capped mountains and vast sweeps of pine-clad forests. A thousand streams fed by glacial ice and mountain snows, like tangled skeins of silver, gurgle contentedly through inviting canyons and alpine meadows as feeders for more than two thousand lakes. Then to rose color all that had been done before she added



Evening shadows creeping over entrancing Weir lake



One of the 57 lakes comprising the world famous Rock Creek Basin

an unexcelled summer climate, she filled her woods with game and her streams with fish.

+ So that when play time arrives the siren call of the Sierras lingers like a faint perfume to drug the senses. Other places—distant lakes and streams may electrify your memory, but to the true sportsman whose soul chants a happy echo to the music of the singing reel, the lure of the Sierra steadily shines. Whether it is your first or your twentieth annual visit this sports Paradise draws the recreationist like the far-off glassy river draws the thirty deer. And he answers with eager feet knowing that here indeed is one paradise where fish and game may always be had.

WHERE THERE'S JOY IN LIVING

+ The jagged saw-tooth crestline dividing the two California counties from their neighbors on the West is crowned with more than one hundred peaks spiraling 12,000 feet into the Heavens. Everywhere there are deer in the mountains and fat, fighting fish at your feet. In rivers, streams and lakes you may fish as you've never fished before; you may trod unbroken trails through cool forest fastnesses; you can scale lofty peaks where an unbroken vista of mountains and lakes stretch away into the horizon or you can literally breathe in the vitamin laden sunshine which characterizes the High Sierra summer season.

+ From May first until the end of the hunting season the High Sierra is California's own playground. Eight happy hours from Los Angeles or San Francisco over smooth, high speed highways puts the recreationist into Bishop, the distributing point of the Sierra's. From here you may go wherever your fancy dictates for a distance of 150 miles. Everywhere myriads of streams and lakes are dotted with camp sites.

MILLIONS AND MILLIONS OF TROUT

+ The present season offers to the nimrod probably the greatest sport



Lake George—an emerald hued jewel from the mammoth diadem



A breakfast of fat gleaming beauties from the San Joaquin River

of the past decade. More than five million trout were planted in the streams and lakes on the Eastern slope of the High Sierras last year. These will have attained fighting length this season. Late last fall the streams and lakes were literally alive with four and five inch fish. By midsummer these will be pan size and larger which should provide fish for every meal for every family.

+ It is manifestly impossible to name the numerous streams and lakes in the limited space allotted. Fish are periodical feeders and each stream has its own peculiarities. Stream surveys have made it possible for you to obtain detailed information about where to go, what to use and how to get there at the Hazard Super Service station in Bishop. This information is free and will be gladly given you. General information and sectional suggestions may be had at any of the resorts listed in this booklet.

LITTLE ONES CATCH THE BIG ONES

+ It is equally impossible in this space to give accurate information about lures. Small spinners of the Colorado type are effective in some streams; The Dave Davis spinner is deadly in most lakes. Salmon eggs are effective at some times and in some places. Worms, which may be obtained at Bishop and at most resorts, are killers anywhere and at any time bait fishing may be employed with the fisherman out of sight. It is even more impossible to advise as to the fly that will lure the big ones from their retreats. Seasonal changes necessitate lure changes. Knowledge of the habits of fish and proper placement of the fly is more important than color combinations in flies. For the average fisherman large flies are not successful in the High Sierra. The writer is partial to 14 or



Twilight—the evening fire—sparkling laughter and golden memories



One of the hundreds of magnificent panoramas to be found in the Sierras

16 size flies with 2-3 of the wings and nearly all the hackle cut or burned off. The smaller the fly the better the lure for large fish.

+ In low, clear water which characterizes the general condition of the High Sierra in midsummer and late season it is always advisable to fish up stream. Keep out of sight. This is imperative. Fish the opposite banks of the streams for Lochleven and Eastern Brook and the rapid water for Rainbow.

STUDY THE TROUT MENU

+ Above all don't get discouraged. Trout are moody. Study the habits of the fish in the particular stream you are fishing. Watch their feeding grounds and their time of feeding. Take from the stream only the fish you need. Leave a few for the other fellow. The true sportsman thinks of tomorrow.

+ The High Sierra is the one country that has always fought to preserve its wilderness areas for posterity. Let's keep it that way! Exactly as it is now.

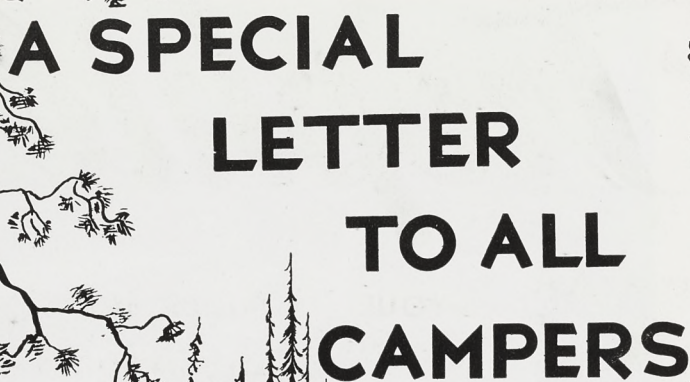
NATURE-THE GREATEST PHYSICIAN

+ Spend a week or a month in the friendly shade of the great inviting Sierra Nevada this year. Camping under the stars puts something back into your soul that civilization has lost. Treasure that something. It can be found only in self-satisfying communion with yourself.

+ For a week or a month forget business worries, chaos and fear. Depression-lack of perspective and mental stagnation all wither and fade in the body stimulating, soul-building atmosphere of "Out Fishing".



A pair of limits from the High Sierra streams



A SPECIAL LETTER TO ALL CAMPERS

Mr. & Mrs. Camper

We like the Great Out-of-Doors as well.

Maybe you're going hunting, or perhaps it's fishing -- a long trip or a short trip -- a stop-over in a mountain cabin or a few days under a tent in the canyon.

Whether you'll be out one night or a dozen -- rolled up in a blanket under the stars -- we're interested! -- Come in and tell us what you are planning. We'd like to listen.

We want you to have a good time -- and we want to help you.

We like meeting every sportsman who knows and enjoys the Great Out-of-Doors; and we want to play our part to help you prepare -- getting you ready.

GROCERIES! -- what to take and how much -- that's our specialty, and our suggestions have been used by many campers.

Come in. You'll have plenty of fun making your selection here -- and talking about what you're going to do -- whether it be a few items for an over-night trip or complete supplies for a week for a family of six.

Cordially yours,

*from your
Safeway Store at*

LONE PINE - LANCASTER
BISHOP - PALMDALE

HAVE A GOOD TIME ... BE CAREFUL ... HELP PREVENT FIRES

SAFeway STORES

REMEMBER: our prices are always low because they're our special metropolitan prices with only a small freight charge added -- So come in -- See us

Trophies



—YOUR TROPHIES BRING
Outdoor Life Indoors

PERPETUAL EVIDENCE OF
SATISFIED VACATION DAYS

Trout Mounted so life-like, flashy
in a flame of color.

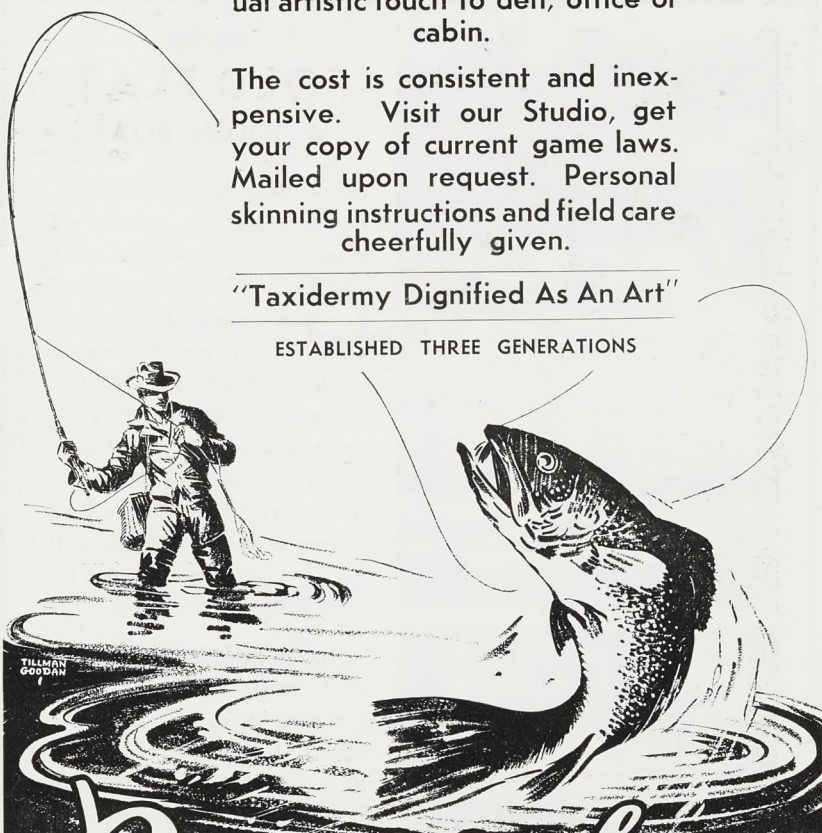
Deer Heads—Fur Rugs Robes

Guaranteed permanent moth-
proof mountings add your individ-
ual artistic touch to den, office or
cabin.

The cost is consistent and inex-
pensive. Visit our Studio, get
your copy of current game laws.
Mailed upon request. Personal
skinning instructions and field care
cheerfully given.

"Taxidermy Dignified As An Art"

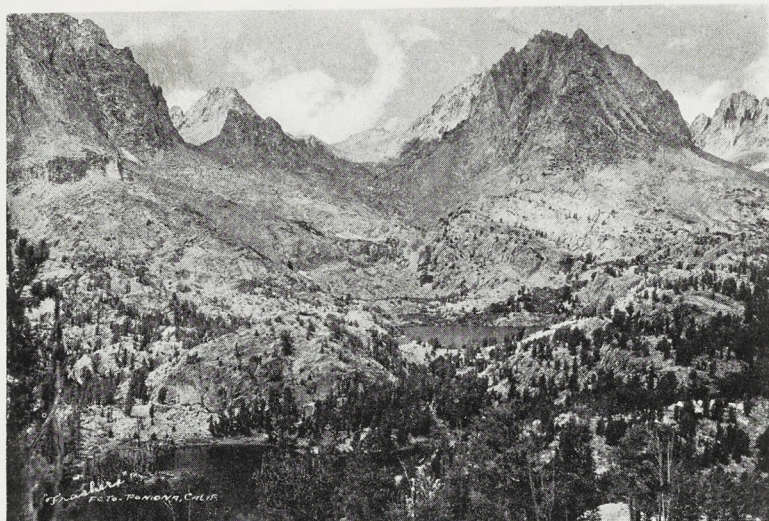
ESTABLISHED THREE GENERATIONS



Pend & Sons

TAXIDERMISTS

**828 South Flower Street
LOS ANGELES
TELEPHONE TUCKER 2596**

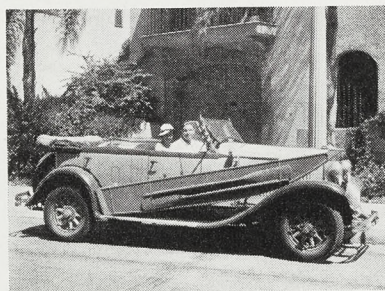
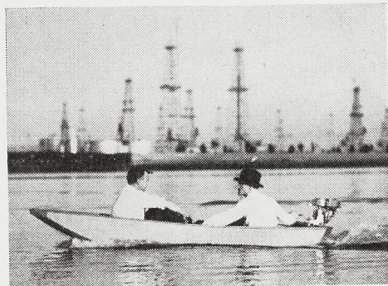
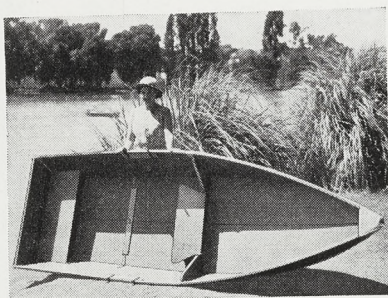


Brown-Caldwell Photo Engravers

906 Printing Center Building
1220 Maple Avenue
Los Angeles

PROspect IO44

PROspect IO45



WILSON

FOLD-FLAT WOODEN BOAT

The outstanding features of this boat are strength and safety, simplicity and speed of folding, seaworthiness and stability with light weight, convenience and compactness when folded, ease of propulsion with oars or outboard. By actual test they have been unfolded complete in 22 seconds. They are locked open when in use. There is nothing to get out of order. The structural design and materials give Fold-Flats excess strength and lasting qualities. The load stress is carried by wood and metal not by canvas.

SQUARE STERN:

10 ft. weight 80 lbs. - - \$39.

8 ft. weight 60 lbs. - - \$36.

POINTED STERN:

10 ft. weight 50 lbs. - - \$34

F.O.B. Los Angeles. Oars included

Hammond Lumber Co.

2010 Alameda St., Los Angeles

OUTDOOR RICE SAYS—

" . . . That Fishing is going to be so good in the High Sierra this year you'll just naturally have to hide behind a rock to change your Fly."

DYAS

SEVENTH ... AT OLIVE

You in the Valleys—

You in the Mountains—

You on the Lakes and Streams—

We Send

GREETINGS

and an Invitation

To Make

Dyas - Los Angeles

Your Headquarters

for

Information and Supplies
for Every Sport Known to the
Great Southwest!



Stocks Now Complete for 1933

WHERE CASH MAKES DOLLARS GO FURTHER

HOTEL CECIL

7th & MAIN STREET
LOS ANGELES



700 ROOMS

\$1.00 TO \$2.50 SINGLE

\$1.50 TO \$3.50 DOUBLE

+ + +

POPULAR PRICE

COFFEE SHOP

+ + +

PARKING STATION

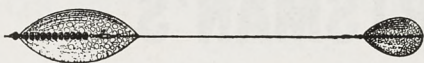
FRONT AND REAR ENTRANCE

GOOD GARAGE FACILITIES

DAVE DAVIS SPINNERS

A Dave Davis Spinner catches fish when all other lures fail and dealers are authorized to make a refund if they don't.

Spinners are so dented that the light reflections fall deep where the "Big Boys" lay.

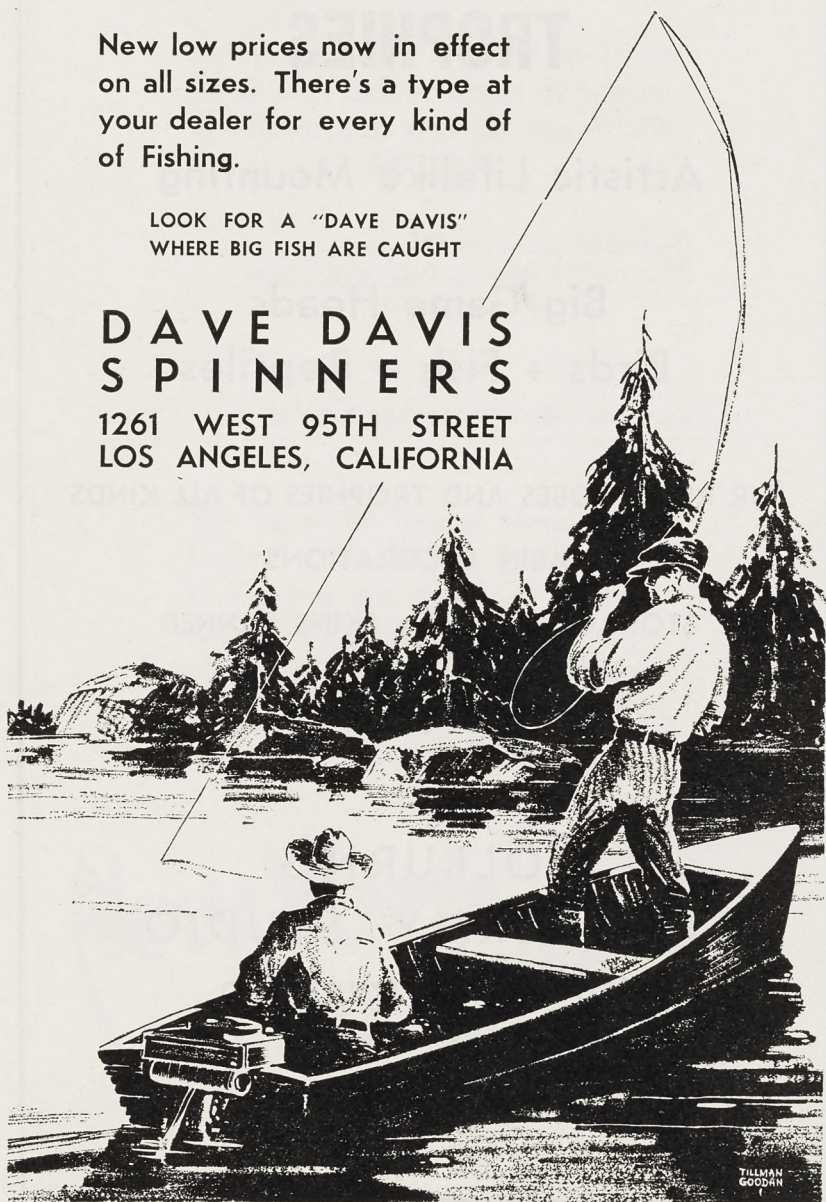


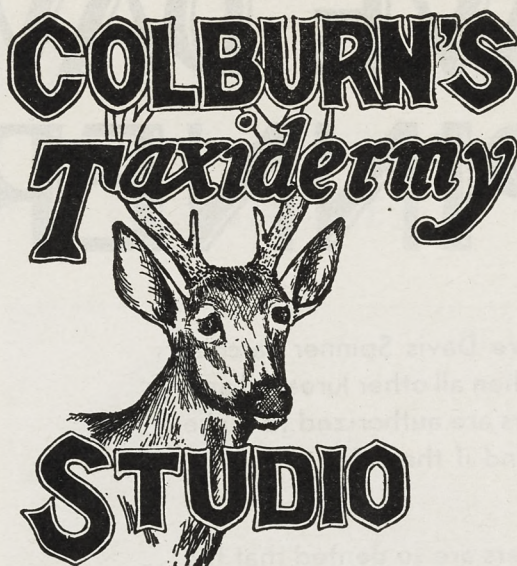
New low prices now in effect on all sizes. There's a type at your dealer for every kind of of Fishing.

LOOK FOR A "DAVE DAVIS"
WHERE BIG FISH ARE CAUGHT

DAVE DAVIS SPINNERS

1261 WEST 95TH STREET
LOS ANGELES, CALIFORNIA





SPORTSMAN'S TROPHIES

**Artistic Lifelike Mounting
of
Big Game Heads
Birds + Fish + Reptiles**

**FUR RUGS, ROBES AND TROPHIES OF ALL KINDS
CABIN DECORATIONS
STORAGE SERVICE + SKINS TANNED**



**COLBURN'S
TAXIDERMY STUDIO**

4017-19 SUNSET BOULEVARD

TELEPHONE NO 0907

LOS ANGELES, CALIF.

NEW YORK HARDWARE TRADING CO.



WE ARE
FISHERMANS HEADQUARTERS
FOR INYO-MONO COUNTIES AND THE
OWENS VALLEY

Accurate Fishing information is on
file at our various stores pertaining
to this garden spot of the HIGH
SIERRAS.

This information is furnished accurately each week by the
HAZARD SUPER SERVICE
OF BISHOP

COME IN AND SEE US BEFORE STARTING ON YOUR VACATION

We have the largest stock of fine
fishing tackle on the Pacific Coast.
Our prices are right, our salesmen
know fishing and we can assure you
of friendly, courteous and intelligent
service. Let us help you plan your
trip.

Home of Good Tools

New York
HARDWARE
TRADING CO.

Store No. 1
621 S. Main

TR. 8639
Opposite Pacific Electric Station

6115 Pacific Boulevard
HUNTINGTON PARK
Phone JE. 8648

Store No. 2
625 S. Hill
TU. 1238

Store No. 3
118 E.
Colorado St.
Pasadena
Terrace 3439

CULVER'S FOR TACKLE IN BISHOP

HOT AND COLD WATER

STEAM HEAT

HOTEL ALTON

C. A. TRIPP + MABEL S. TRIPP

Official Hotel, Auto Club of Southern California

Office and Homelike Lobby Upstairs



MOJAVE, CALIFORNIA

Phone - Mojave 23

Elevation 2733

ON THE ROUTE TO HIGH SIERRAS FROM ALL CALIFORNIA POINTS

WHITE'S SERVICE STATION

RICHFIELD AND RICHLUBE

TIRES & TUBES

CAFE + MODERN CABINS

PRIVATE SHOWERS LAVATORIES

N. E. SHIELD, Prop.

MOJAVE, CALIF.

H. O. FORQUER
SERVICE
STATION

+

LANCASTER

Lancaster is one of the most energetic towns on the Highway from Los Angeles to Bishop. Situated in the heart of the famous Antelope Valley, Lancaster is the supply for a large contributing area.

Here also is the home of H. O. FORQUER, known by fishermen from Los Angeles to Reno. The High Sierra country is his other home. Come in and ask him about fishing and incidentally fill up for the long pull ahead.

THE COFFEE SHOP

MARCHAL WILHELM - Proprietor

WHERE ALL THE SPORTSMEN EAT

3 DOORS BELOW POST OFFICE

MOJAVE

There is not an awful lot of difference in first grade gasolines—but there's a whale of a difference in the service that's rendered with it. Hilyards is known by half the fishermen in Southern California for that service. They always come back. What we want is the other half. When they try Hilyards—they'll come back too!

+

+

+

HILYARD
SERVICE
STATION

+

MOJAVE

BEANE
SERVICE
STATION

+

MOJAVE
CALIF.

An Inspirational Sight

Have you ever seen the Desert Country in early Spring? The variegated flower mosaic of green and gold and the giant Joshua with its twisted, withered scrawny arms seemingly sending up an invocation? If you have never before, by all means, do so.

Comparable to the beauty of the desert in flower season is the Courtesy, Goodfellowship and real Community interest you will find at Beane's Service Station—the last one toward the Sierras in Mojave. Let us serve you if we can, but by all means

See the Desert in Spring

STOP FOR A SWIM AT KEOGH'S HOT SPRINGS

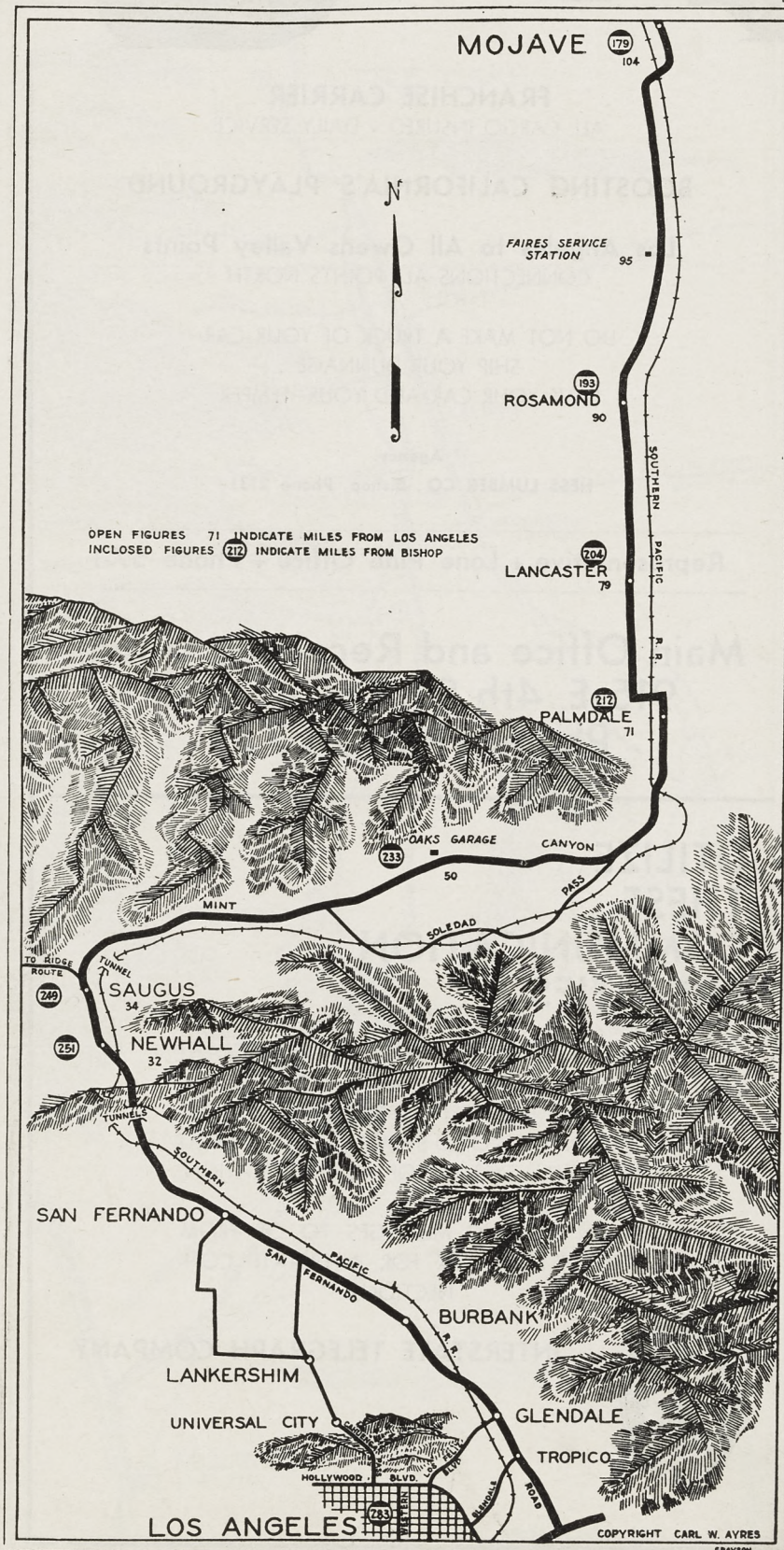
WOOD'S GARAGE

WHATEVER IS NEEDED TO START YOUR TRIP HAPPILY, WE HAVE IT.
Our work may be equalled but never excelled. Pull up at the Wood's
Garage if you need our Services.

HUNTING AND FISHING LICENSES

Fielding S. Wood

Saugus, Calif.





FRANCHISE CARRIER

ALL CARGO INSURED + DAILY SERVICE

BOOSTING CALIFORNIA'S PLAYGROUND

Los Angeles to All Owens Valley Points
CONNECTIONS ALL POINTS NORTH

DO NOT MAKE A TRUCK OF YOUR CAR
SHIP YOUR DUNNAGE
SAVE YOUR CAR AND YOUR TEMPER

Agency:

HESS LUMBER CO., Bishop, Phone 2131

Representative + Lone Pine Office + Phone 57-1

Main Office and Receiving Depot
915 E. 4th St., Los Angeles
Phone TRinity 6739

UTILIZE THESE COMMUNICATION FACILITIES

FAST. RELIABLE TELEPHONE AND TELEGRAPH
SERVICE IS AVAILABLE AT ALL TIMES. CON-
NECTING THE TERRITORY WE SERVE WITH THE
REST OF THE WORLD BY MEANS OF THE GREAT
NATIONAL SYSTEMS OF COMMUNICATION.

WHEN SENDING MESSAGES TO OR FROM
THIS DISTRICT. ASK FOR INTERSTATE CON-
NECTIONS.



INTERSTATE TELEGRAPH COMPANY

SATURDAY NITE DANCES AT KEOGH'S

HOBBS BATTERIES

PHONE 2881

QUAKER STATE OIL

WHOLESALE ONLY

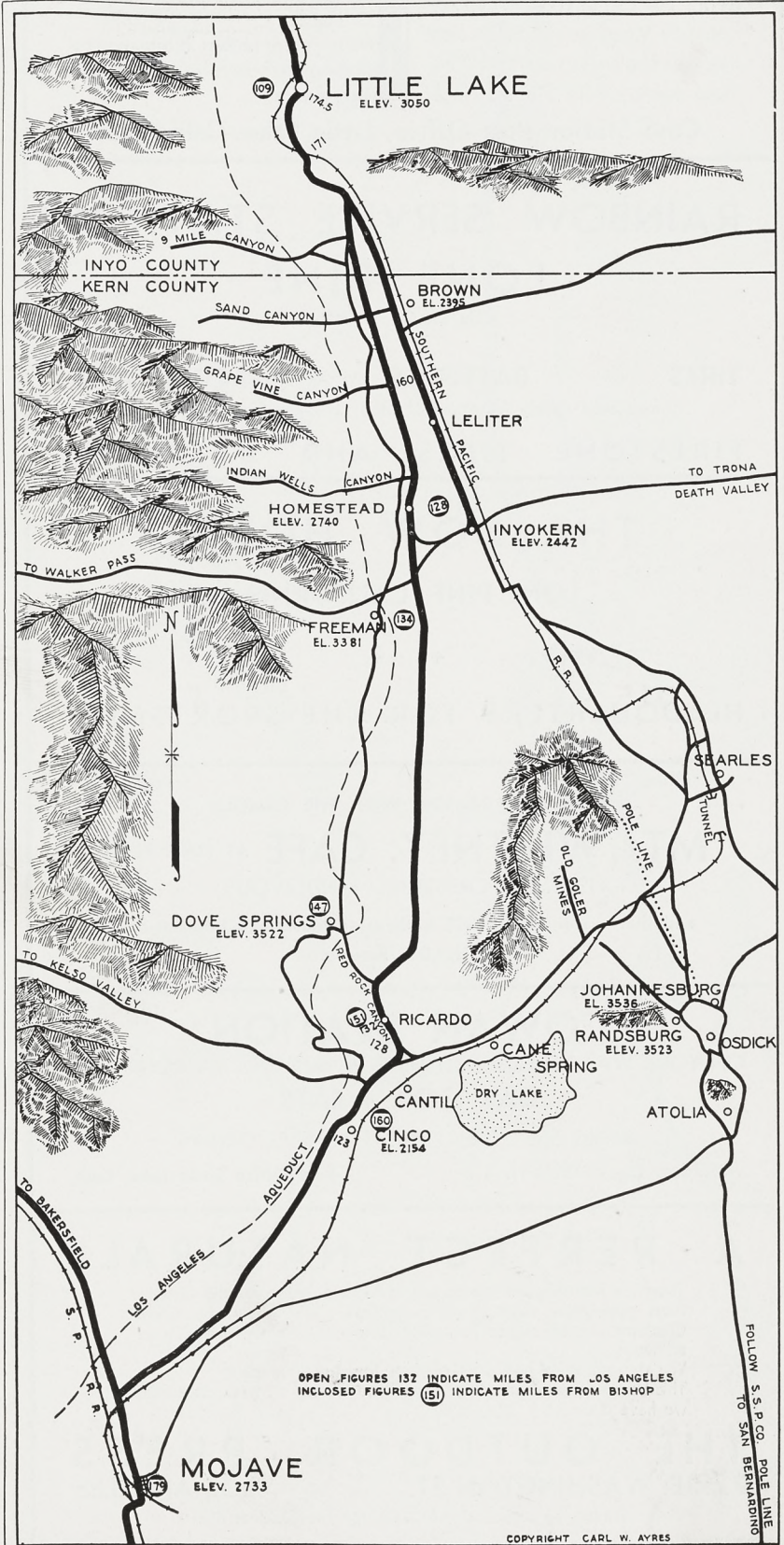
SELECT AUTOMOTIVE SUPPLY

"FRED" A. KOCH

MOTOR PARTS FOR ALL CARS

204 SOUTH MAIN ST.

BISHOP



CULVERS FOR TACKLE IN BISHOP

DEER — BEAR — TROUT FISHING

H. P. THELAN'S PACK TRAIN

Pack trips into the main Kern River than any other pack trains, Ready
South Fork, Trout Creek and Fish for the 1933 Fishing Season,
Creek, Operating from Kennedy Cabins and meal accomodations at
Meadows on the South Fork of the Kennedy Meadows. where Saddle
Kern, You can drive your car into Horses and Pack Stock may be
Kennedy Meadows 14 miles from obtained,
the main Highway. putting this fa- Write me for further information re-
mous country 3 to 5 hours closer garding the best fishing areas in the
High Sierras,

Coso Station Post Office, Little Lake, California

RAINBOW SERVICE STATION LONE PINE

CENTER OF TOWN

TIRES — BATTERIES — ACCESSORIES

Richfield, Shell, Standard, Union, Texaco Gas and Oils

FIRESTONE TIRES AND BATTERIES

THE DOW HOTEL

LONE PINE, CALIFORNIA

+ +

HEADQUARTERS FOR THE SPORTSMEN

THERE'S A REASON WHY THE FAMOUS

MT. WHITNEY CAFE AT LONE PINE

IS THE SPORTSMEN'S RENDEZVOUS

and that reason is SERVICE both as to Meals and Information

J. H. HEADY, Proprietor

COWAN STATION

ON YOUR WAY TO GOOD FISHING & HUNTING PATRONIZE US

GAS + OIL + EATS

MEALS 50c - CABINS \$1.25 + SHORT ORDERS

When Beer Come's We'll Have It

Post Office Little Lake, Calif.

A PERFECT NATURAL!

There's a real tangible reason why outdoor people give the Outdoor Press preference over all other printers. We know the Great Outdoors and specialize in outdoor folders and resort literature of all types.

We design, write and print outdoor literature that pulls.

This booklet you are reading is only one of the many outdoor jobs we have done.

THE OUTDOOR PRESS
722 E. WASHINGTON ST. LOS ANGELES

Printers by selection to his Majesty—The Outdoor Man

THE BEST MEALS IN THE SIERRAS AT KEOGH'S

WINNEDUMAH HOTEL

WHERE SPORTSMEN
CONGREGATE

INDEPENDENCE

CALIFORNIA

FORD GARAGE

BAXTER & ROSE



Gas-Oil-Accessories

Southern California Auto Club

INDEPENDENCE, CALIFORNIA

MU. 7560

30 YEARS EXPERIENCE

[No Better Between Los Angeles and Reno]

THE PLACE
TO EAT

JIM'S

Fountain - Cigars - Periodicals - Candies - Magazines

Jim's has the accurate Hunting and Fishing information so
important to the Sportsmen. We are Sportsmen ourselves.

See us at INDEPENDENCE, CALIFORNIA

SADDLE HORSES + Let Us Help You Plan Your Next Trip + PACK MULES

HIGH SIERRA PACK TRAINS

ARCHIE C. DEAN

MT. WHITNEY - KERN RIVER - BUBBS CREEK - EAST LAKE
RAE LAKES - WOOD LAKE - KINGS RIVER or ANYWHERE

Post Office Box No. 21 + Independence, California + Phone 11-3

EXTENDING A WELCOME TO THE FISHERMEN

YERIAN BROTHERS

DRUGS - TOILETRIES - FOUNTAIN - PERIODICALS

INDEPENDENCE - CALIFORNIA

LEE'S CASH GROCERY STORE

"FOOD PURVEYORS FOR SPORTSMEN"

Independence is the supply point for one of the best fishing sections of the
High Sierras. In the back country are the Kearsage Lakes. Sixty Lakes and
Rae Lake Sections. Capable packers are at your disposal and food supplies
unbelievably reasonable.

INDEPENDENCE, CALIFORNIA

STOP

IF YOU ARE LOOKING FOR GOOD FISHING Stop in Lone Pine and have Chrysler & Cook tell you of the wonderful fishing in the Lone Pine back Country.

We furnish the best of grain fed horses and take fishing parties to the following beautiful lake regions:

Lone Pine, Mirror, and Consultation Lakes, located on the trail to Mt. Whitney. All-expense trips weekly to the summit of Mt. Whitney every summer. Good accommodations and meals provided at our Mt. Whitney Outpost Camp, elevation 10500 feet. Fish for Rainbow, Eastern Brook, and Black Spotted Trout.

Cottonwood Lakes and Rock Creek Lakes are famed for Golden Trout, A nice location for a short week end trip, or fish a different lake everyday for two weeks.

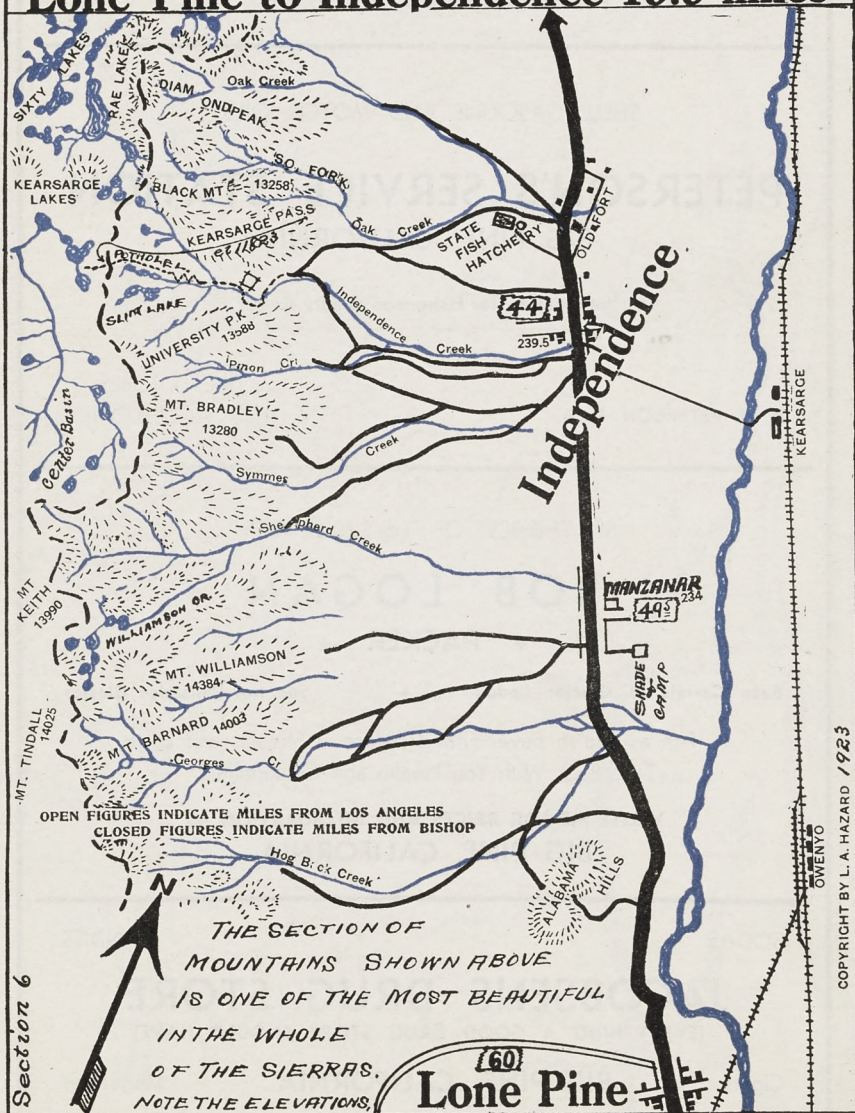
Extended pack trips arranged to Kern Lake, Chagoopa Falls, Big Arroyo, South American Lakes, Wallace Lakes (best trout fishing in California). Go one way, return another. A never to be forgotten trip. Deer have been on the increase in the great meadow and timber regions, served by our pack trains for the past several years. Let us pack you in the finest hunting country in all California. We will cheerfully submit itineraries and cost sheets for pack trips to any of the regions. 12 years of satisfactory service. References: Dow Hotel, Lone Pine, Bank of America, Lone Pine.

MT. WHITNEY PACK TRAINS

CHRYSLER & COOK

LONE PINE, CAL.

Lone Pine to Independence 15.5 miles



LICENSES AND SERVICE AT CULVERS-BISHOP

TO GET THE MOST OUT OF YOUR OUTING MUCH
DEPENDS ON THE QUALITY OF FOOD YOU EAT

THE HOME COOKED MEALS YOU FIND AT

Drakes Confectionery & Cafe
at **BIG PINE**

May be depended upon to satisfy:- Should You want Stationery, Gift
Cards Box or Bulk Candies we have them too. Also Ice Cream &
Drinks of all kinds.- Best of all there is a Hearty Welcome and a Sincere
Interest in your Trip

Mrs. MABEL DRAKE,- Proprietor

BIG PINE, CALIFORNIA

In the famous Inyo National Forest. The best fishing in the Southern Sierras.
Big Pine Creek for miles yields fighting Lochleven and Rainbow. Ten lakes all
planted to game trout within a radius of six miles.

GLACIER LODGE
PALISADES GLACIER

THE MOST NOVEL SIGHT IN THE WEST

Lower Lodge Hotel - \$4.00 per person per day

Upper Camp Cabins - \$5.00 per person per day

MR. & MRS. ROBT. E. MEYERS, Prop.

SHELL GASOLINE AND MOTOR OILS

PETERSON'S SERVICE STATION
BIG PINE, CALIFORNIA

[Information for Fishermen Gladly Given]

A. H. PETERSON, Prop.

TIRES + TUBES
AND ACCESSORIES

SEE THE BEST OF THE SIERRA WITH

BOB LOGAN
+ PACKER +

Base Corrals at Glacier Lodge

+

See the Palisades Glacier

Fish as you've never Fished before in Streams and Lakes
Take Back With You Health and Contentment

WRITE ME FOR PRICES AND INFORMATION AT
BIG PINE, CALIFORNIA

SODAS

CANDIES

JACOBSENS DRUG STORE
[EVERYTHING A GOOD DRUG STORE SHOULD HAVE]

Cigars

BIG PINE, CALIFORNIA

Magazines

HOUSE KEEPING CABINS AT KEOGH'S

PARKER'S CAMP

GEORGE V. PARKER

GOLDEN TROUT FISHING

P. O. BOX 141

INDEPENDENCE, CALIFORNIA

(TWO MILES ABOVE FISH HATCHERY)

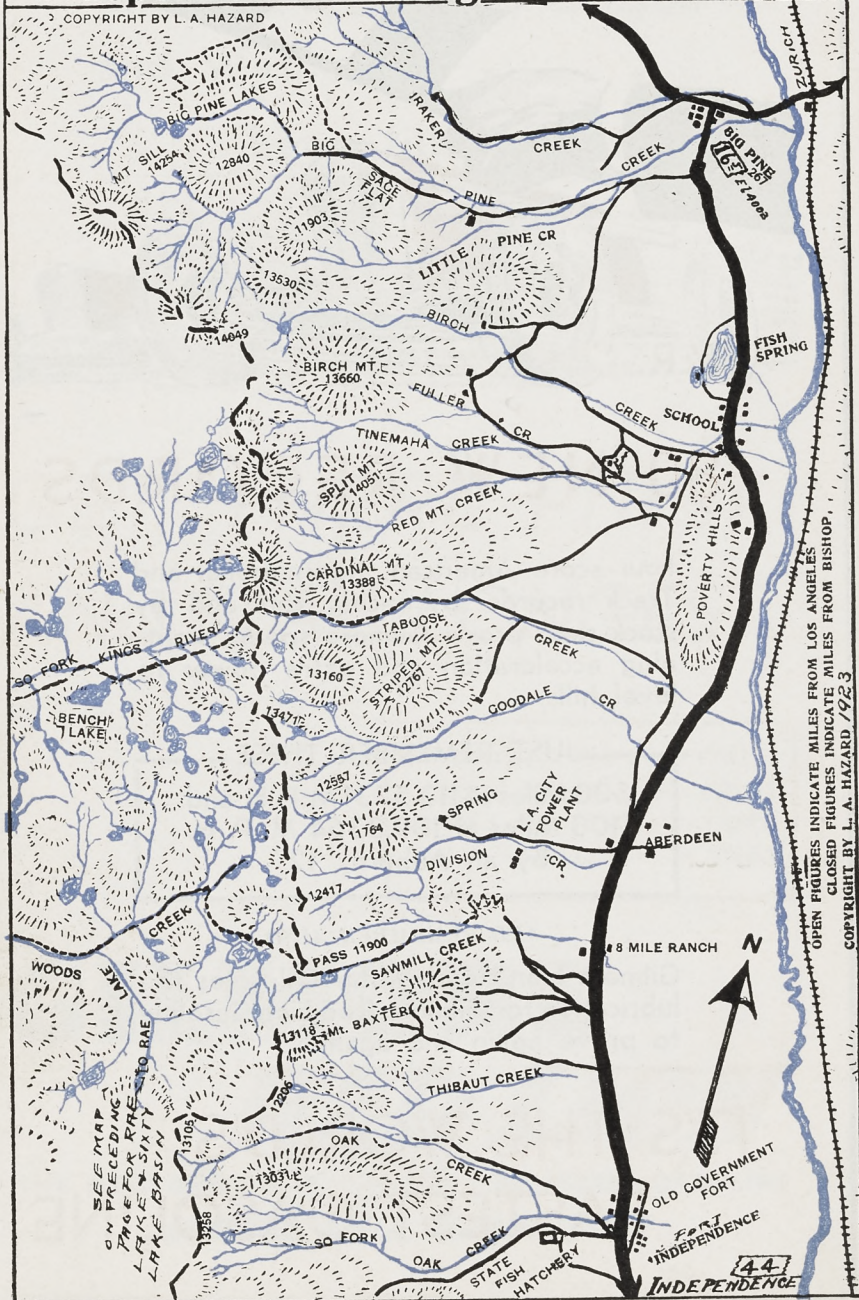
PARKERS PACK OUTFIT - - - - - Back to Big Game
PUBLIC CAMP GROUNDS - - - - - 25c a day

GOOD SADDLE AND PACK STOCK

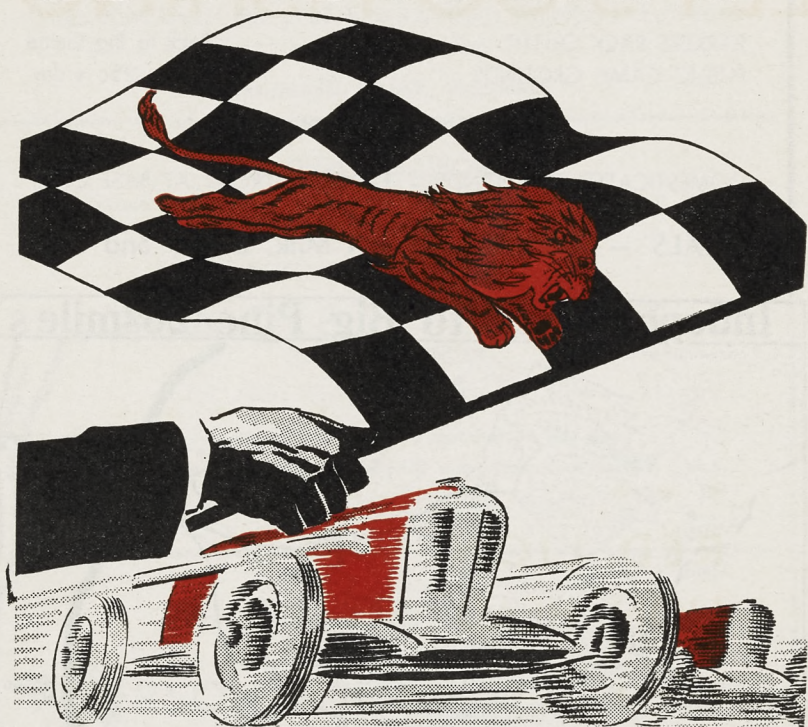
DOMESTICATED FISH PONDS + RAINBOW TROUT AT BASE CAMP

MEALS - CABINS - Fresh Milk, Butter and Eggs

Independence to Big Pine 26¹/₂ miles



THE BIG WINNER



80 NEW RECORDS

Four score American, International and Track records, by racing cars and by stock cars, prove Gilmore speed, lightning acceleration and extra power to level hills.

JUST REMEMBER THESE

500 Miles at 113.5731 M. P. H. and
1100 Miles at 109.3364 M. P. H.
by an Auburn "12"

AND REMEMBER ALSO

Gilmore Lion Head Motor Oil gives the lubrication for Gilmore Red Lion Gasoline to prove again and again

IT'S THE WORLD'S FASTEST GASOLINE



AND NOW LET'S GO FISHING

Look for the checkered Flag
displayed by Independent
Dealers everywhere in the
States of California, Oregon
and Washington

. . . keep filled up with
RED LION Gasoline and
LION HEAD Motor Oil . .

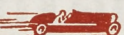
. . . and You can

GET THERE FIRST AND STAY LONGEST

AROUND THE CAMPFIRE

TUNE IN GILMORE RADIO CIRCUS
FRIDAY NIGHTS ON STATIONS
KFI + KGO + KGW + KOMO

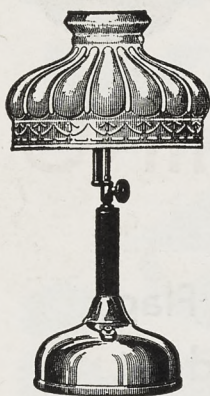
GILMORE ***RED LION***

THE NEW *SPEEDWAY*  PERFECTED GASOLINE

ROAR with GILMORE

ENJOY YOUR TRIP WITH COLEMAN

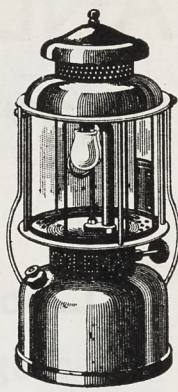
Match Generating Models



No. C329
Price \$5.95

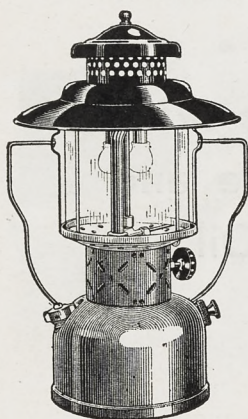
No. C 329 Quick-Lite Lamps at the left is giving constant satisfaction in thousands of homes and cabins all over the West. Makes its own gas from clear white gasoline, gives 300 Candle Power and costs about 1 cent per night to operate. Bug proof globe furnished if preferred.

No. L 327 Quick-Lite Lantern at the right has been long regarded as one of our best models. It uses two mantles, mica chimney, separate pump and like the lamp, gives 300 Candle Power. Has green enameled ventilator Fount Nickel Plated. Price recently reduced.



No. L327
Price \$5.95

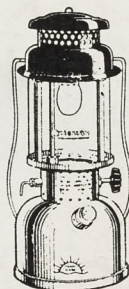
Instant Lighting Models



No. 228B
Price \$8.75

No. 228 B Instant-Lite Lantern at the left is preferred by many because it lights instantly and has a Pyrex Globe which always insures the maximum illumination. The wide reflector throws the light downward, making it an excellent light for inside use. With narrow reflector the price is \$8.25

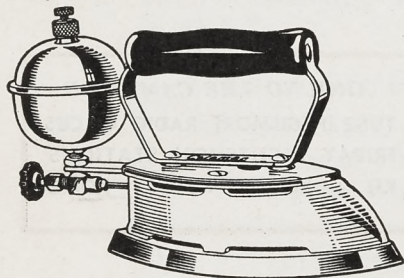
No. 242 Instant-Lite Lantern at the right uses one mantle and Pyrex Globe. It gives 175 Candle Power and because lighter in weight, has many friends who prefer it for camping purposes. It has built in pump, automatic tip cleaner, enameled ventilator and Nickel Fount.



No. 242
Price \$5.95

No. 4 A Self, Heating Iron operates on the instant-Lite principle, and has a record of successful operation extending over many years. The fount holds fuel enough for two to three hours use. The base is double pointed and highly Nickel Plated. Heating is ample in all parts of the base insulation keeps the handle cool.

Every woman on an extended camping trip will have plenty of use for this iron.



No. 4A IRON

Price \$5.95

stoves, etc. Made of Copper and fitted with fine brass screen and filtering fabric. Price of No. 1 is \$0.90.

No. O Filter Funnel 2½ inches and No. 1 Funnel 5 inches in diameter removes dirt, water or other impurities from gasoline thus insuring better service from lamps, lanterns,



No. O FUNNEL
Price \$0.45

SEE THESE COLEMAN PRODUCTS AT YOUR DEALERS

The Coleman Lamp and

352 SO. LOS ANGELES ST.,

COLEMAN LAMPS AND STOVES

Instant Lighting Camp Stoves

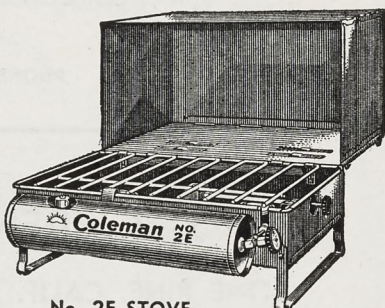


No. 10 FOLDING STAND
Price Stand Only \$1.90

No. 2 E Instant-Lite Camp Stove with oven used as a windshield is illustrated at left on No. 10 Folding High Stand. On the right the oven is tipped back to form a warming shell

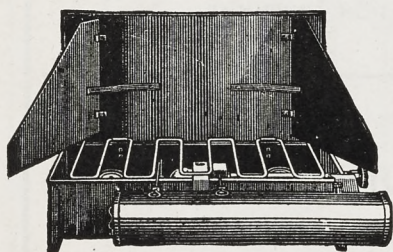
Our No. 2 E Model has been recognized as combining all the qualities needed in a high grade camp stove.

It is a miniature Kitchen Range. The oven will



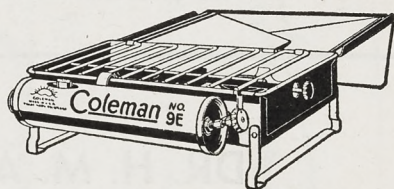
No. 2E STOVE
Price Stove Only \$11.90

bake, broil or roast and serve equally well as a drum heater if heat is desired in tent or cabin.



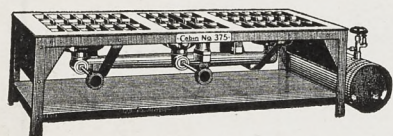
No. 10 CAMP STOVE Price \$5.95

No. 10 Camp Stove is a light weight popular priced stove. It supplies the demand for a compact, serviceable stove for weekend or short vacation trips. Dark brown enamel finish. Coleman quality throughout.



No. 9E CAMP STOVE Price \$8.90

No. 9 E Instant-Lite Camp Stove is a duplicate of No. 2 E, except it is fitted with windshield only instead of oven. These stoves are enameled in a beautiful Maroon-Brown and fully guaranteed.



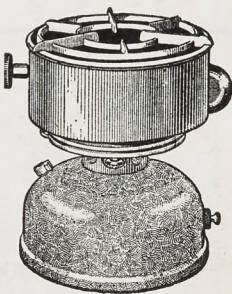
No. 375 Price \$17.40

No. 375 - Cabin Hot Plate is designated for use in Auto Cabins, summer cottages, hunting lodges, in fact any place where clean, quick cooking heat is required. It lights instantly with the scratch of a match and the turn of a valve. No preheater is required. It has three burners, any of which can be adjusted to cooking heat needed. Stove is strongly and sturdily made and will give years of satisfactory cooking service.

No. 454 Utility Burner is a Single burner heating unit for use on fishing, hunting, and camping trips

Lights instantly, no generating or pre-heating.

Built-in Pump. Hand operated filler-plug. Fuel Capacity, 3 pints. Very handy for heating milk or other liquids when a quick fire is wanted.



No. 454
Price \$5.95

DEALERS OR CALL AT OUR DISPLAY ROOM BELOW.

and Stove Company

ES ST., LOS ANGELES, CALIF.

THERE'S A REASON WHY EVERYBODY COMES TO KEOGH'S

KITTIE LEE INN

BISHOP'S MOST MODERN HOTEL

"COME IN AS YOU ARE"

BISHOP

PHONE 2641

CALIFORNIA

VISIT—

J. C. PENNEY CO.

LONE PINE, CALIF. AND BISHOP, CALIF.

GENTS' FURNISHINGS, — LADIES' READY TO WEAR
SHOES AND PIECE GOODS

WE SPECIALIZE IN VACATION EQUIPMENT

DR. H. M. ANDERSON

CHIROPRACTOR

ASK ANYBODY

BISHOP

CHAPEL PHONE
2862

HOME PHONE
2861

E. J. Albright

FUNERAL DIRECTOR AND EMBALMER

AMBULANCE SERVICE
DAY OR NIGHT

226 SO. MAIN ST.
BISHOP, CALIF.

PIÑON BOOK STORE—BISHOP

FOR—

NEWSPAPERS + MAGAZINES
LOCAL VIEWS + SOUVENIRS

"TEXACO" Fire Chief Gasoline + Golden Motor Oils

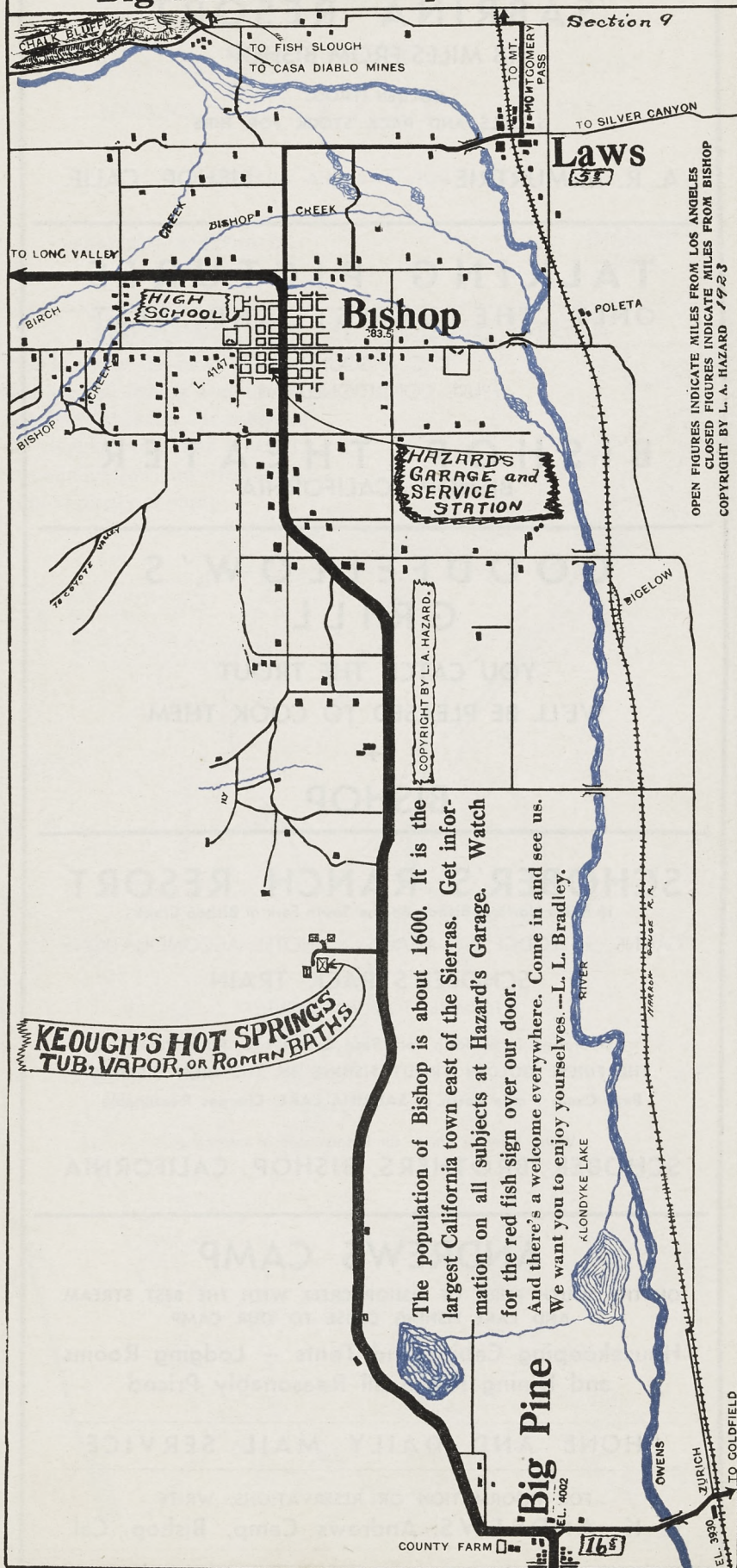
E. L. FAURE, Commission Agent Owens Valley

Phone 2782

BISHOP, CALIFORNIA

Phone 3446

Big Pine to Bishop 16.5 miles



WHERE ARE THEY BITING? + ASK CULVERS AT BISHOP

GOOD ROADS

25 LAKES

SABRINA RESORT

18 MILES FROM BISHOP

GOLDEN TROUT

SADDLE AND PACK STOCK FOR HIRE

A. R. McMURTRIE

BISHOP, CALIF.

TALKING PICTURES ONLY THE LATEST AND BEST

R C A SOUND
PURE CONDITIONED AIR

BISHOP THEATER

BISHOP, CALIFORNIA

GOODFELLOW'S GRILL

YOU CATCH THE TROUT
WE'LL BE PLEASED TO COOK THEM
+
BISHOP

SCHOBER'S RANCH RESORT

16 Miles North of Bishop on the South Fork of Bishop Creek

CABINS + LODGE + MEALS + HOTEL ACCOMODATIONS

SCHOBER'S PACK TRAIN

FORMERLY TOBE WAY'S OUTFIT

Operating from North Fork Base Corrals over Piute Pass.

THE FINEST GOLDEN TROUT FISHING IN THE HIGH SIERRAS

Base Camp 1 mile north of SABRINA LAKE, Charges Reasonable

Write, Wire or Phone for Reservations or Information

SCHOBER BROTHERS, BISHOP, CALIFORNIA

ANDREWS CAMP

ON THE SOUTH FORK OF BISHOP CREEK WITH THE BEST STREAM
AND LAKE FISHING CLOSE TO OUR CAMP

Housekeeping Cabins and Tents — Lodging Rooms
and Dining Room all Reasonably Priced

PHONE AND DAILY MAIL SERVICE

FOR INFORMATION OR RESERVATIONS, WRITE
F. K. ANDREWS, Andrews Camp, Bishop, Cal.

A DINNER AT KEOGH'S MAKES YOU WANT TO COME BACK

HAZARD GARAGE

GENERAL

PHONE

TOW

REPAIRING

2721

SERVICE

WELDING AND RADIATOR WORK

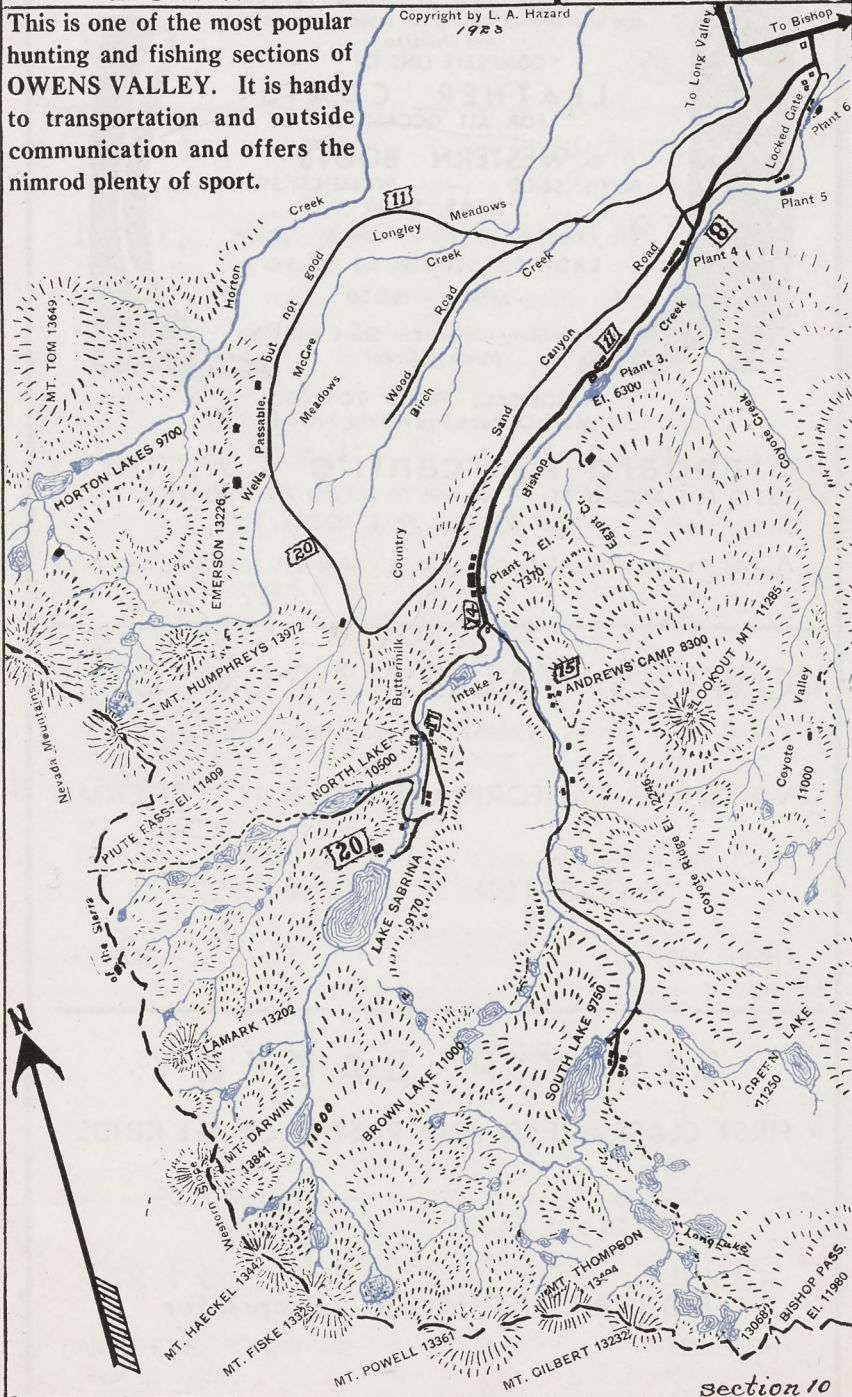
HEDGESPETH & REYNOLDS,
Proprietors

BISHOP
CALIF.

Headwaters of Bishop Creek

This is one of the most popular hunting and fishing sections of OWENS VALLEY. It is handy to transportation and outside communication and offers the nimrod plenty of sport.

Copyright by L. A. Hazard
1923



Section 10

WANT INFORMATION? CULVERS AT BISHOP

PARADISE CAMP

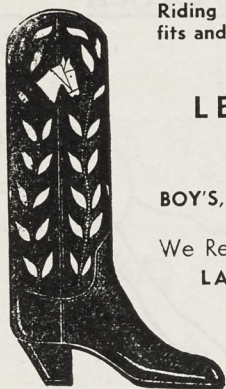
FOOT OF SHERWIN GRADE ON ROCK CREEK

MODERN CABINS — DINING ROOM
LUNCH COUNTER

GENE E. CROSBY

BISHOP, CALIFORNIA

THE HOME OF THE WORLD'S FINEST
IMPORTED AND DOMESTIC MERCHANDISE



Riding boots, habits, aviation and polo outfits and sport clothing for ladies, gentlemen and children.

COMPLETE LINE OF
LEATHER COATS
FOR ALL OCCASIONS

WESTERN BOOTS

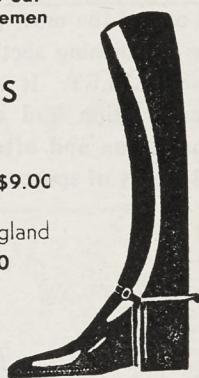
BOY'S, \$6.00 — WOMEN'S, \$9.00
MEN'S, \$8.00

We Recommend Boots made in England

LADIE'S AS LOW AS \$5.50

MEN'S — \$6.50

Military uniforms in Stock and
Made to Order



WHOLESALE PRICES TO YOU
Mail Orders Promptly Filled

Standard Mercantile Co., Inc.
753 S. LOS ANGELES ST. (Between 7th and 8th) PHONE TU. 3022
FREE PARKING NEXT DOOR

A visit to Standard Mercantile Co. will save you a trip to London.
Saddles and Bridles made in England at Popular Prices

OWENS VALLEY DRUG CO.

N. W. MANDICH, Proprietor

WE SERVE CALIFORNIA DAIRIES ICE CREAM

Our First Consideration—

"SATISFIED CUSTOMERS"

PHONE 2901

BISHOP, CALIFORNIA

BISHOP BAKERY

FIRST CLASS BREAD AND PASTRY OF ALL KINDS

CANDIES — NUTS — LUNCH GOODS
FRESH FRUITS IN SEASON

ROBERT SCHOCH, Proprietor

PHONE 2231

BISHOP, CALIFORNIA

HOW'S YOUR LINE?

CULVERS-BISHOP HAS GOOD LINES

SHELL PRODUCTS ARE AVAILABLE
THROUGHOUT THE OWENS
VALLEY - FROM MOJAVE TO
TAHOE.

ORDER BOOKS ACCEPTED BY
SHELL SCRIP AND CHARGE
DEALERS.



W. J. RATHJEN, Agent
BISHOP, CALIF.

FISH PACKED IN ICE FOR SHIPMENT

You Catch Them + We Pack and Ship Them for You

HIGH SIERRA TRANSPORT CO.

(Franchise Carrier)

Operating Passenger, Express and Freight Service from Bishop Via Mammoth and June Lake to Mono Lake. Direct Passenger and Freight Connections to and from Los Angeles.- Cooperating with Beacon Transport Company Reno to Southern California Points via Owens Valley-the Shortest Route.

OUR OWN FISH PACKING PLANTS AT BISHOP AND JUNE LAKE
Snow Caterpillars Bob Sleds and Dog Teams and Sleds for Hire in Season
Automobile Charter Service All the Year Round.

GUY S. ALEXANDER, Manager + Bishop, California



GASOLINE
EXTRA FIRST GRADE
IS NOW AVAILABLE IN OWENS VALLEY
Pure White-Adaptable for Motors or Cleaning
THE BEST ALL WAYS
PENNSYLVANIA and NAVY OILS

POCO OIL DISTRIBUTORS - Everywhere in Owens Valley
HEADQUARTERS AT BISHOP, CALIFORNIA

FREE CAMP GROUNDS AVAILABLE TO SPORTSMEN

BISHOP ICE CO.

PHONE 2021

Trout can be sent to us by any of the Stage Lines.- Mark Plainly
COLD STORAGE

WHEN IN BISHOP

Ask For McMURTRIE BROS.
MILK AND CREAM

FROM T. B. TESTED COWS

ALWAYS FRESH

PHONE 3571

BROKEN-BAR PACK OUTFIT

BISHOP, CALIFORNIA

Packers and Guides to all points in the High Sierras

See
the Most Famous Section
of the Marvelous
HIGH SIERRA
VIA SADDLE

+

57 splendidly stocked lakes within a radius of one day's pack from the corrals.

+

The streams and lakes in the famous Rock Creek Basin are full of Rainbow and Golden Trout.

+

Day packs into the cool delightful fastnesses of the Sierra with the best pack stock and the most experienced and courteous guides in the world famous Inyo-Mono sports paradise.

+

Let us take care of your summer's outing. We can and will make your vacation enjoyable and profitable.

+

Pack Trips to all Points. Day Trips and Moonlight Rides.

+

The Broken Bar Pack Outfit caters to Sportmen and Tourists who desire the best in the High Sierra.



Personal Service in selection of equipment and planning your trip into the
High Sierras. No Charge.

SAM ROBINSON

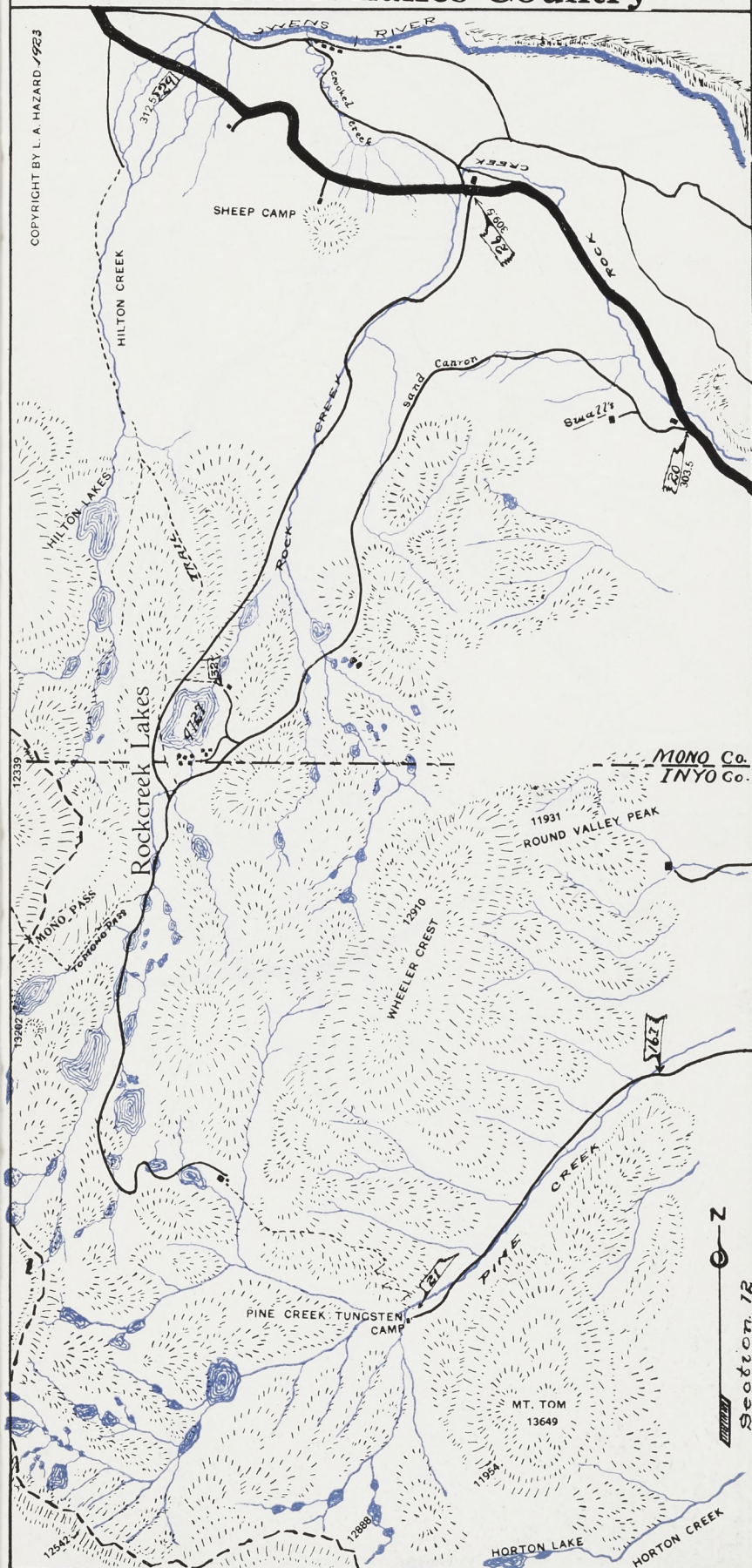
TUCKER 8211

Station 424

LOS ANGELES, CAL.

Rock Creek Lakes Country

COPYRIGHT BY L. A. HAZARD 1923



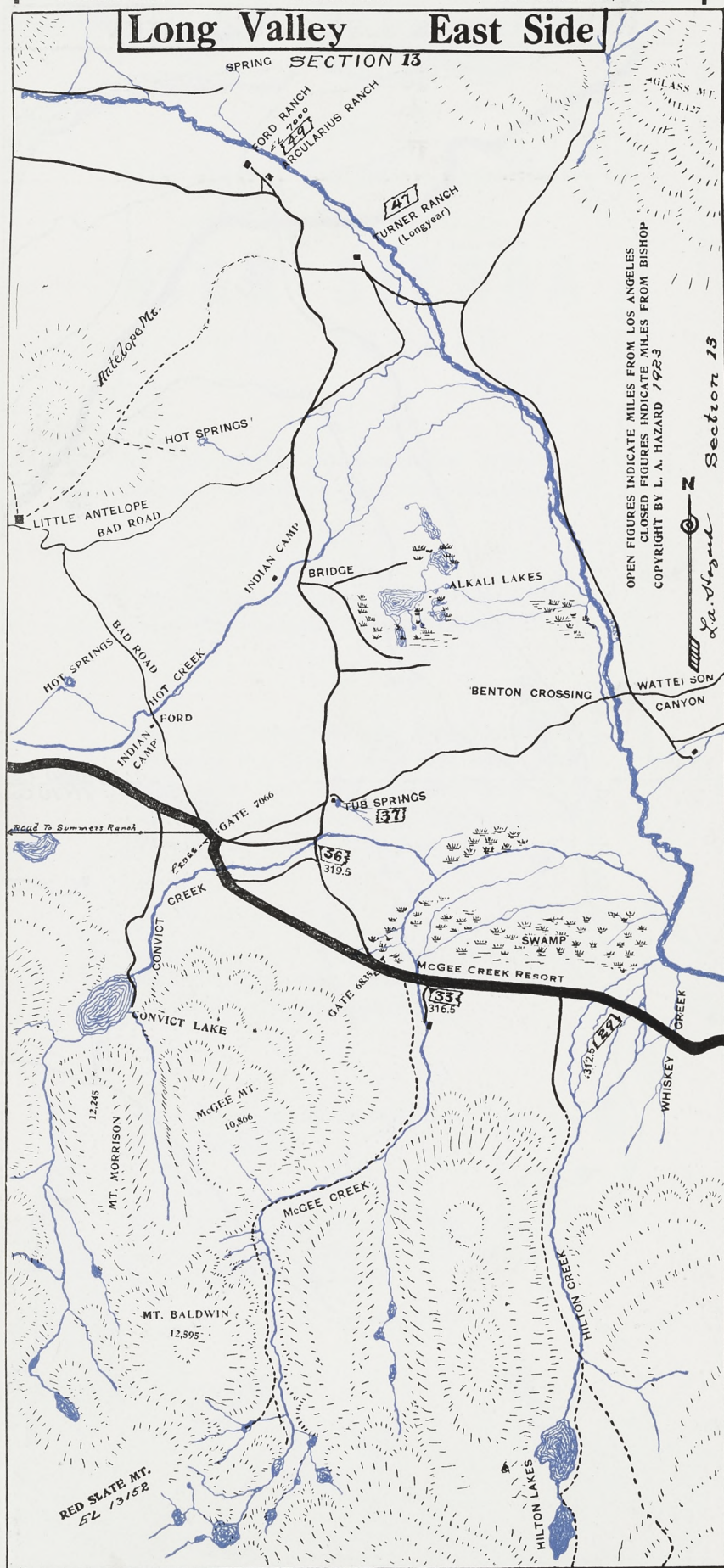
0-2

Section 12

SAM ROBINSON

LOS ANGELES, CAL.

Long Valley East Side



СОПР...
НОР...



A family catch on Twin Lakes

MR. AND MRS. LLOYD B. AUSTIN, Owners

(Also owners of Switzer-Land in the Sierra Madre Mountains)

ADDRESS: MAMMOTH LAKES, MONO COUNTY, CALIFORNIA

...ading a store of pine-timbered
alpine lakes, well stocked with
rainbow, cutthroat, lochleven
and golden trout. Gateway to
Duck Lake, Fish Creek and the
upper San Joaquin. Select
patronage, American Plan
accomodations in Lodge or
Cabins, furnished housekeep-
ing cabins, Moderate rates.
Literature and reservations at
all bureaus.

+

NEW LOW RATES FOR 1933

CRYSTAL CRAG LODGE

FISHING IN THE HIGH SIERRAS

BEST FOOD IN THE WHOLE COUNTRY

17 LAKES IN 5 MILES RADIUS

AMERICAN PLAN AND HOUSE KEEPING CABINS

ON THE SHORES OF LAKE MARY BOATS AND HORSEBACK RIDING

BARNEY JOHNSON,
PROPRIETOR

TEL.-TELEGRAPH
VIA BISHOP

MAMMOTH LAKES, P. O. CALIF.

LOG CABINS - FISHING - HUNTING - CAMPING - STORE

Thompson Ranch Resort

Fifty Miles North of Bishop

HEADWATERS OF THE OWENS RIVER IN THE
HIGH SIERRA

Mono Countys Finest Fishing

Mr. and Mrs. Stan. Hosner

P. O. BISHOP, CALIF.

SLEEP AMONG THE PINES

CRESTVIEW LODGE

CABINS - MEALS

A VACATION PLACE

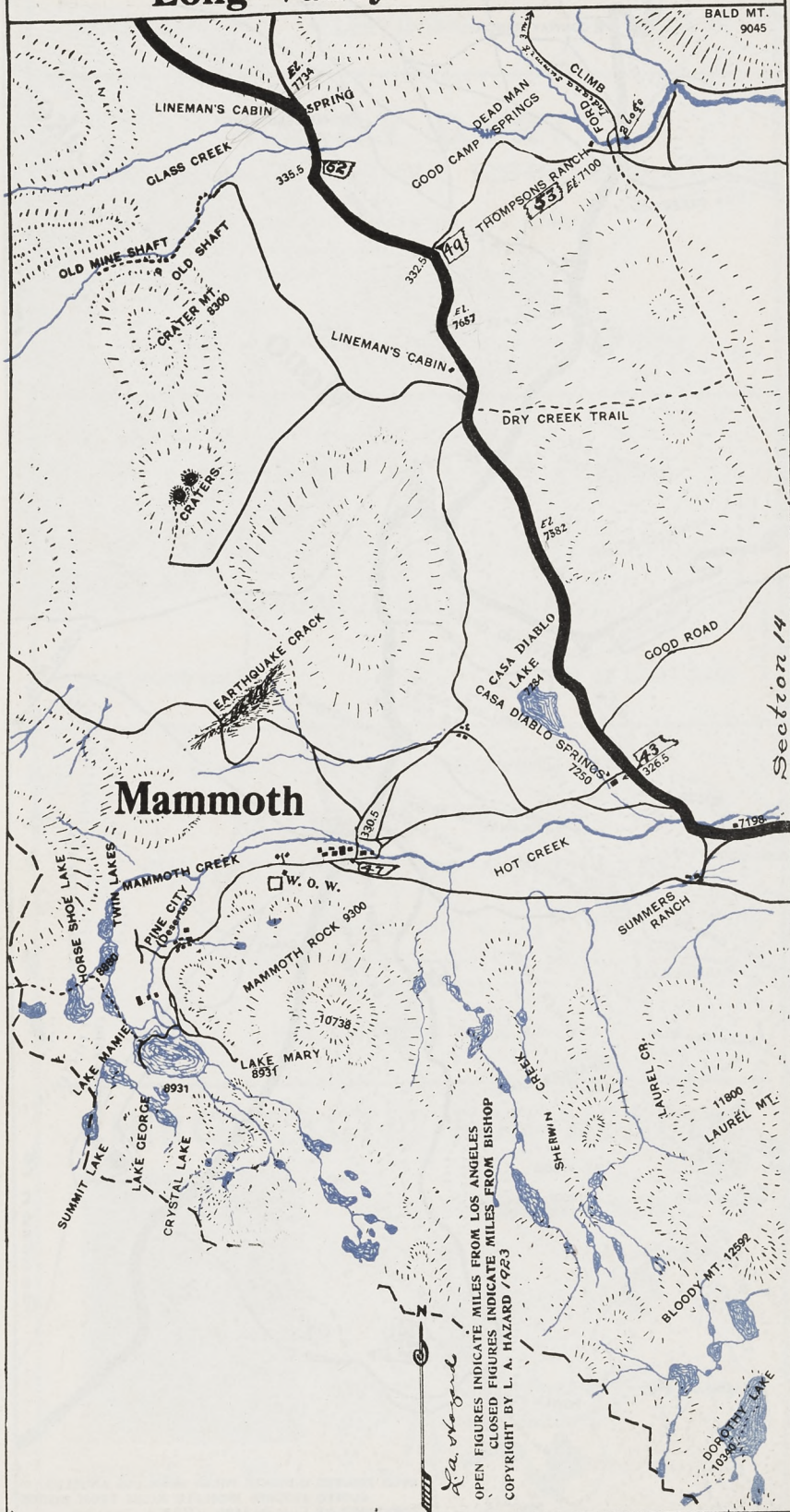
WITHIN 15 MINUTES DRIVE OF THE FAMOUS HEAD WATERS
OF THE OWENS RIVER

THOMAS HODGES



**501 E. SEVENTH STREET
LOS ANGELES, CALIF.**

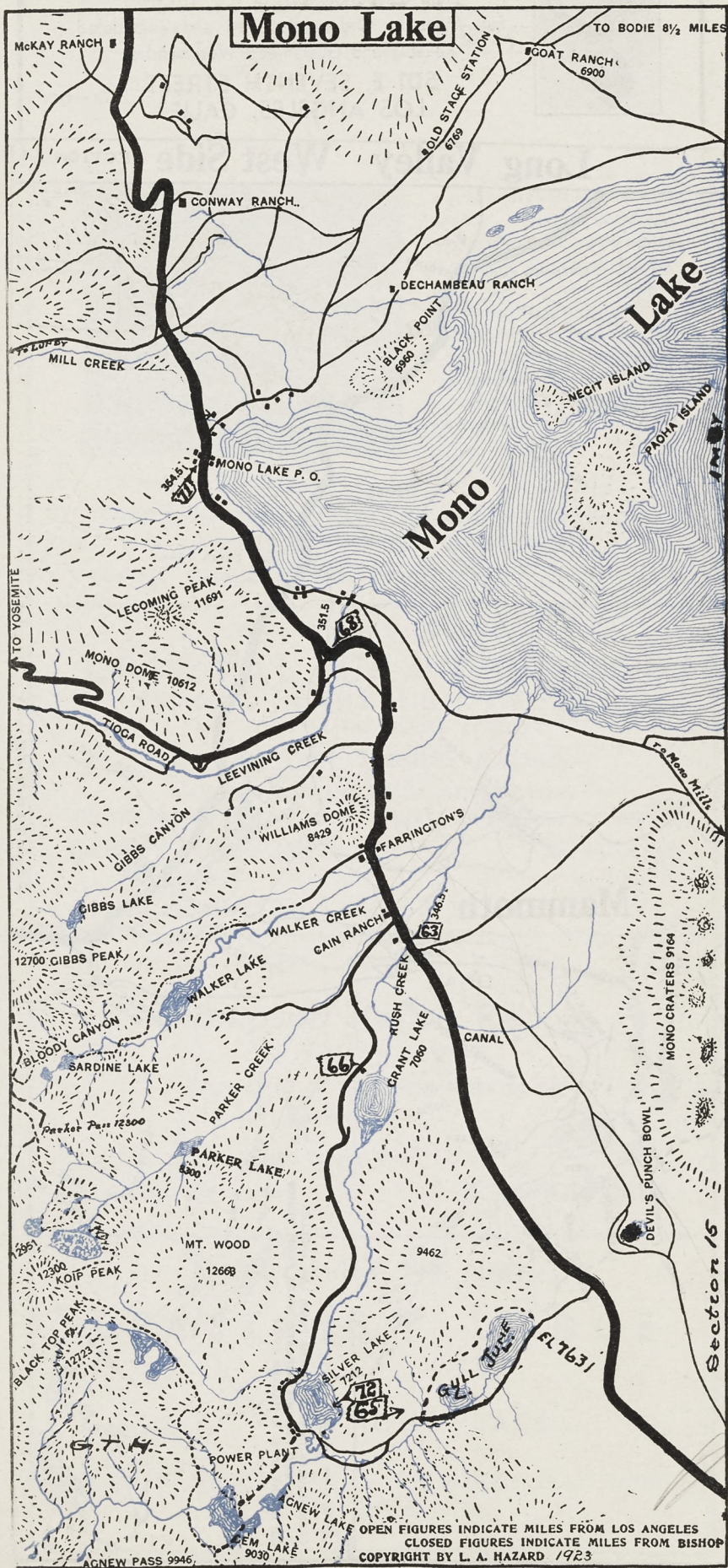
Long Valley West Side SECTION 14



SELECT AUTOMOTIVE SUPPLY MOTOR PARTS

Across From the Big Red Fish

PHONE BISHOP 2881



OPEN FIGURES INDICATE MILES FROM LOS ANGELES
CLOSED FIGURES INDICATE MILES FROM BISHOP
COPYRIGHT BY L. A. HAZARD 1923

WE'RE PROUD OF OUR ACCOMODATIONS AT KEOGH'S

BOULDER LODGE

on JUNE LAKE

HOTEL + COTTAGES
HOUSEKEEPING or EUROPEAN PLAN
BOATS, CAMP GROUND

ANDREW DOWNES

LEEVINING

PHONE 316

MATTLY DAIRY

MILK, CREAM, BUTTERMILK, BUTTER AND EGGS

We Specialize in furnishing dairy products
to the Sportsman and Tourist

+

RANCH 3 MILES SOUTH OF LEEVINING

HESS GARAGE

EXPERT REPAIRING

LEEVINING, CALIFORNIA

NEAR MONO LAKE

FOOT OF TIOGA PASS

[OFFICIAL HOTEL NATIONAL AUTOMOBILE CLUB]

MONO INN

ON THE SHORES OF MONO LAKE

ROOMS WITH BATH - CAFE
MODERN HOUSEKEEPING CABINS - STORE
SERVICE STATION

V. R. McPHERSON, Proprietor

CHIROPRACTIC FOR HEALTH



EDITH IONA MOON, D.C.

1117 W. P. Story Bldg. 6th and Broadway
LOS ANGELES, CALIF.

+

Monday - Wednesday - Friday
(and by appointment)

RESIDENCE: GL. 1054

OFFICE: TU. 7439

EVERYTHING YOU NEED AT CULVERS-BISHOP

FISHING TACKLE!



- Sporting Goods!
- Camp Supplies!
- Blankets!
- Tents!



Everything
for Outdoor
Men!

—We operate one of the most Complete Sporting Goods Departments in Southern California, Everything for Fishermen, Hunters and Motorists at Lowest Prices. Stores in Los Angeles, Long Beach, Glendale and Santa Ana.

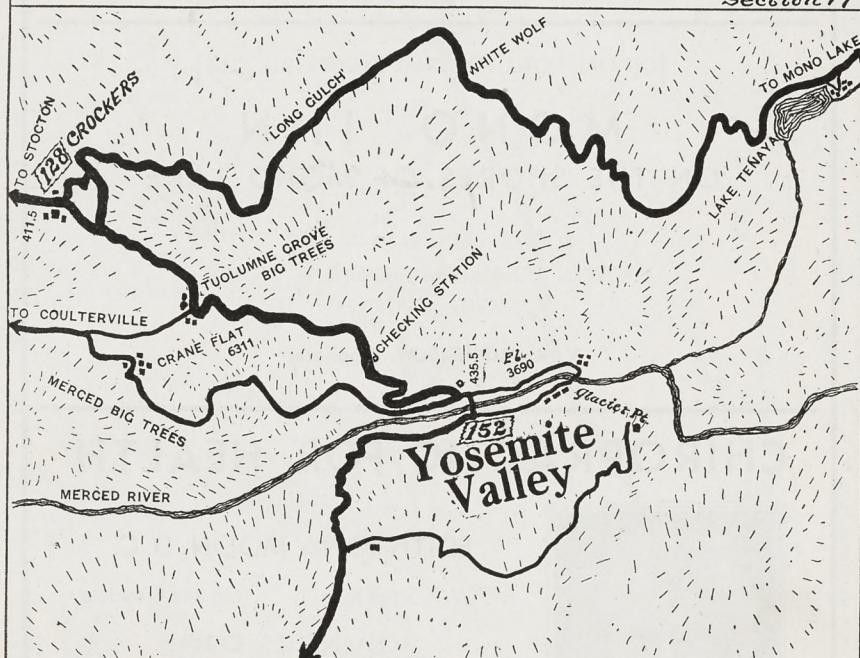
The FAMOUS

DEPARTMENT STORE
LONG BEACH LOS ANGELES GLENDALE
PINE AVENUE AT SIXTH 330 SO. MAIN STREET BRAND AT HARVARD

COPYRIGHT BY L. A. HAZARD / 1923

Yosemite Valley

Section 17



WHEN IN BISHOP—

Look for the BIG RED FISH if you want to see the
Guys who put SERVICE in Service Station operation.

JOHN JENNINGS
GUNSMITH

WE BUY, SELL, RENT and EXCHANGE

356 SO. BROADWAY

LOS ANGELES, CALIF.

COPYRIGHT BY L. A. HAZARD SECTION 16



KEOGH'S—JUST 8 MILES SOUTH OF BISHOP

GROCERIES
LUNCHES

AUTO REPAIRING
GAS AND OIL

WINEMILLER'S CABINS AND SERVICE STATION

H. B. WINEMILLER, Prop.
TOPAZ, CALIF.

HUNTING AND FISHING
INFORMATION

ANTELOPE VALLEY
ON THE SCENIC WALKER RIVER
AND TOPAZ LAKE

SLICK'S CABINS AND SERVICE STATION

Bridgeport, California

M. A. BRYANT, Prop.

24 HOUR SERVICE

ELECTRIC LIGHTS

BATHS

FIRST CLASS ACCOMODATIONS

HOTEL DE CHAMBEAU

MRS. SAIDEE McALEE, Proprietress
BRIDGEPORT, CAL.

HEADQUARTERS FOR SPORTSMEN IN THE BRIDGEPORT AREA

MONO MOTOR SERVICE JORDAN & DeCHAMBEAU

GARAGE AND SERVICE STATION
OPPOSITE DeCHAMBEAU HOTEL

STANDARD AND SHELL GASOLINE AND OILS

Fishing and Hunting information gladly given about the unrivaled Mono
County Sports Empire

BRIDGEPORT, CALIFORNIA

Meals and Supplies

Cabins, Tent Houses and Boats

In the Scenic Sierras—Mono National Forest, California

VIRGINIA LAKES CAMP

UNDER THE PINES ON THE SHORES OF
LITTLE VIRGINIA LAKE AND VIRGINIA CREEK

10 Lakes—Elevation 9000 Feet

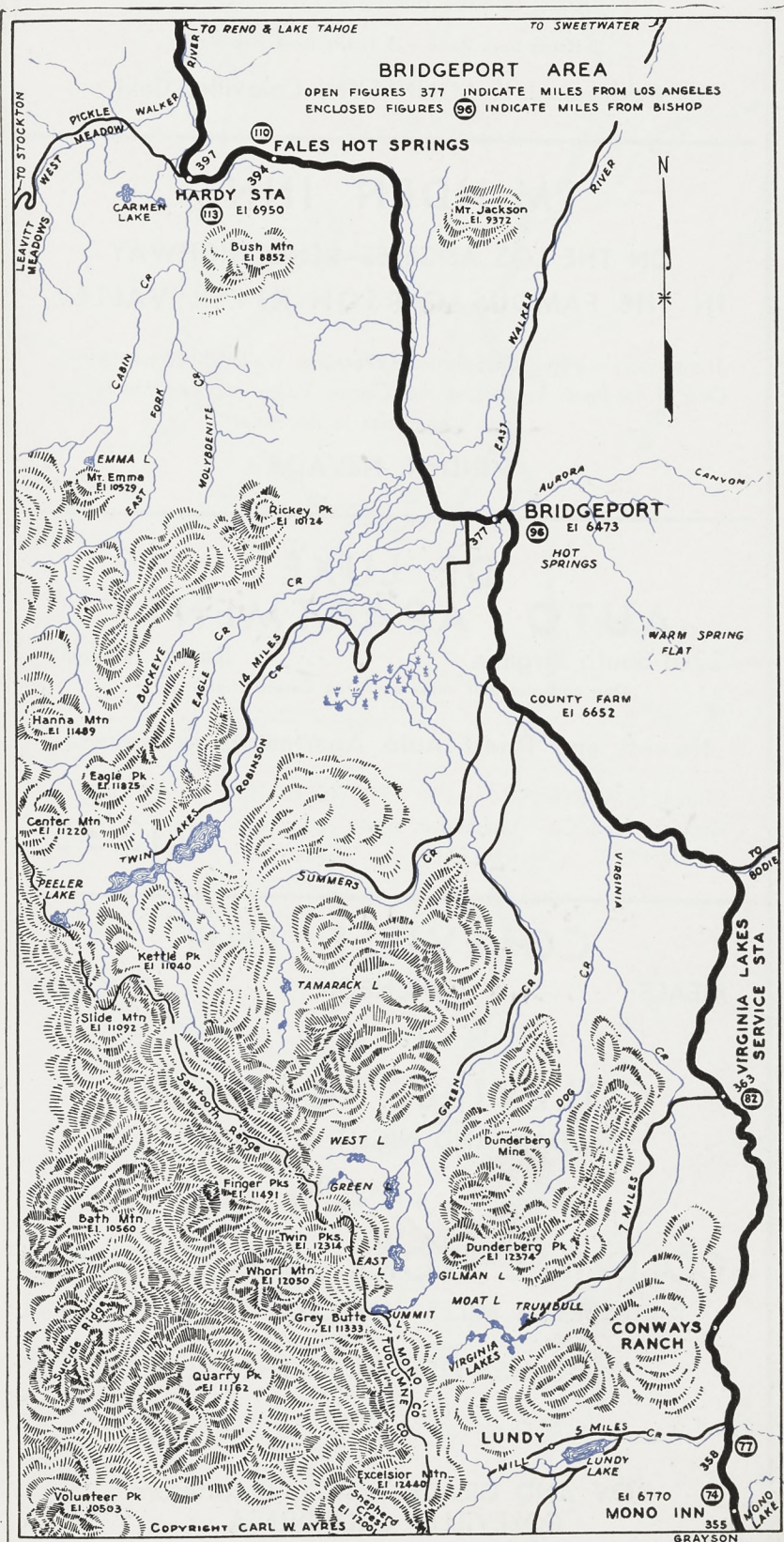
15 Miles North Mono Lake

Bridgeport P. O., Mono County, California
WALTER O. FOSTER, Prop.



OFFICIAL
GARAGE
NO. 100
UNDER CONTRACT
Automobile Club
of
Southern
Calif.

The Bridgeport
STORE AND GARAGE
General Merchandise — Meat Market
BRIDGEPORT [Mono County] CALIF.



EVERYTHING YOU NEED AT CULVERS-BISHOP

RANCHO JAN KARLOS

The only CABINS on the banks of the West WALKER RIVER

Endorsed By:

PHYSICIANS as an IDEAL REST CAMP
SPORTSMEN as a FISHERMAN'S PARADISE
VACATIONISTS: for Having NO MOSQUITOES
Riding Horses + Hunting and Fishing Guide

2 Hours from Reno + 3 Hours from Fish Valley

Address: J. K. SONNESYN, Coleville, Calif.

MINDEN INN

ON THE LOS ANGELES-RENO HIGHWAY
IN THE FAMOUS CARSON RIVER VALLEY

This territory is a veritable Sportsman's Paradise. We'll tell you where to go
One of the finest Ranches in the Carson Valley supplies Meats and
Fresh Vegetables to the Hotel

MINDEN, NEVADA

DE LUXE AUTO APARTMENTS

2201 South Virginia

Reno, Nevada

One and one half miles south on Carson Highway

Newest and Finest Auto Apartments in Nevada

STRICTLY MODERN — PRIVATE BATHS
Electricity and Gas Furnished in every Apartment
STEAM HEAT — CLEAN — SANITARY

PHONE

21235

COLEVILLE INN

MEALS

—

LUNCHEON

—

ROOMS

+ +

COLEVILLE GARAGE

DAY AND NIGHT SERVICE

+ +

COLEVILLE STORE AND CABINS

SEVEN MILES TO TOPAZ LAKE

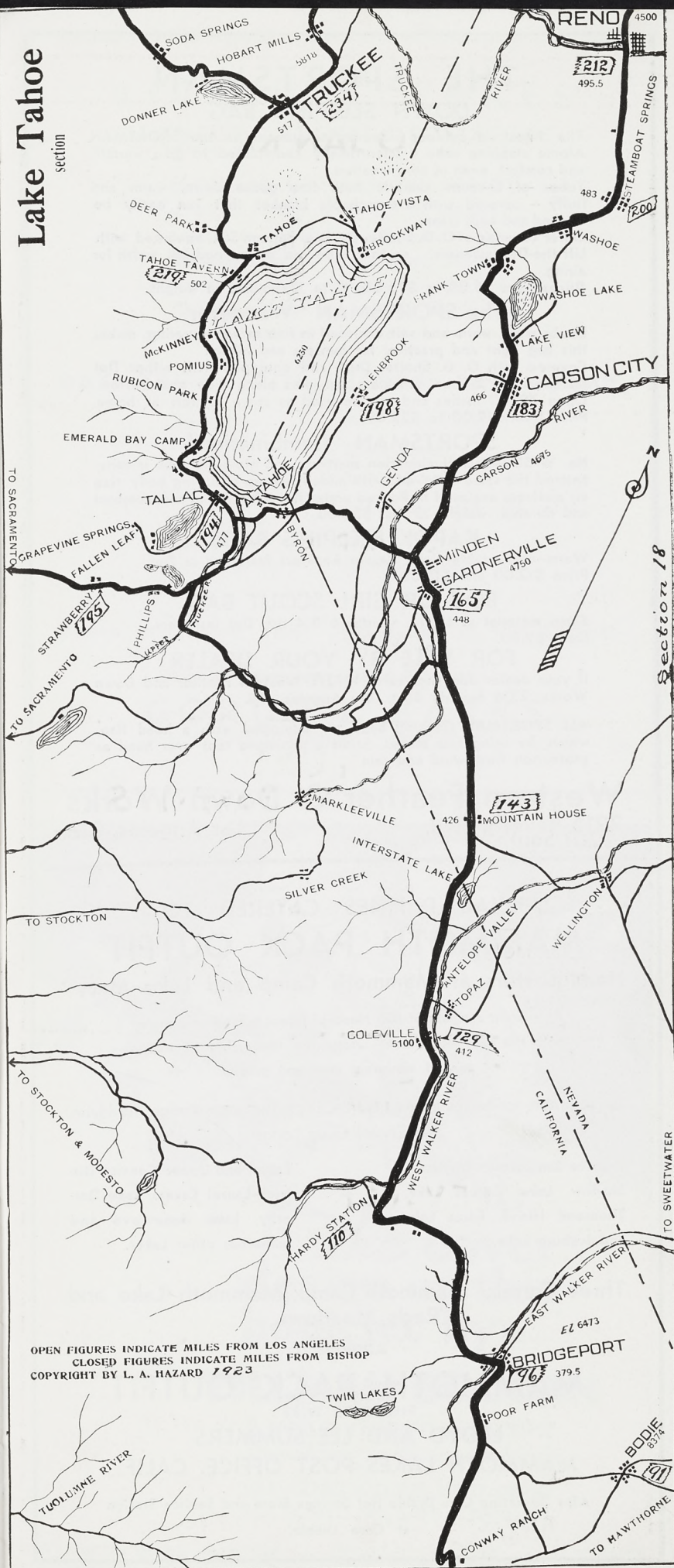
THE FINEST FISHING IN THE WEST

ASK US FOR HUNTING AND FISHING INFORMATION

ROY AND GRACE TRACY, Proprietors
COLEVILLE, CALIFORNIA

Lake Tahoe

section



Section 18

THE SPORTSMAN DOWN SLEEPING BAG

The finest in outdoor sleeping equipment is the SPORTSMAN Alpine sleeping robe + scientifically constructed to give warmth and comfort, even in zero weather.

Tubes of hi-count cambric hold fine goose down, warm and fluffy - covered with a detachable blanket that can easily be washed and kept clean.

Outer covering of O. D. Shelter Duck, or Balloon Silk, equipped with Lift-the-Dot fasteners, so that robe can be opened full width for airing.

Prices from 55.00 to \$75.00, 11 to 13 pounds in weight.

The SPORTSMAN "Wanderer"

Lambs wool, warm and soft enclosed in fine sateen covering, makes this bag light and practical for hunters and hikers.

Covered with O. D. Shelter Duck and equipped with either Dot fasteners or "Zipper" Hookless fasteners along side and bottom.

Open 70x80 inches and can be used as spare comfort at home. Price from \$19.00 to \$22.00

SPORTSMAN "Combination"

No. W-500-This combination mattress and sleeping robe is constructed the same as W-44, with added feature of having body size air mattress enclosed in Pocked under the robe. All in one, compact and durable, weight 15 lbs. \$32.00.

KAPOK SLEEPING BAGS

Warm-comfortable-light. Zipper hookless fasteners or Dot.

Price \$12.00 and \$15.00.

BOY OR GIRL SCOUT BAG

Same material as above, weight 6 3-4 lbs. Dot fasteners.

Only \$9.50.

FOR SALE BY YOUR DEALER

If your dealer does not carry WRITE Western Feather and Down Works, 2216 Beverly Blvd., Los Angeles, Cal.

ALL SPORTSMAN sleeping bags are equipped with a head flap, which, by using two stakes, forms a miniature tent over head as protection from wind and rain.

Western Feather & Down Works
2216 Beverly Blvd. Los Angeles, Cal.

SPECIAL PARTIES CATERED TO MAMMOTH PACK OUTFIT

Headquarters at Mammoth Camp and Lake Mary

Pact Train consists of 100 Head of finest horses and mules
with the best equipment under the leadership of experienced mountain men and guides.

Leave orders for horses at Mammoth Camp. Tamarack Lodge, Wildyrie,
and Crystal Craig Lodge.

Trips to San Joaquin District
Shadow Lake, Garnet Lake,
Thousand Island, Ediza Lake
and Iceburg Lake.

+

Laurel and Upper Convict District-Laurel Lakes, Lake Dorothy, Lake Genevieve and numerous other Lakes.

Three Corrals: Mammoth Camp, Mammoth Lake and
Reds Meadows.

ADDRESS:

MAMMOTH PACK OUTFIT

PHONE OR WIRE

LLOYD AND LEE SUMMERS

MAMMOTH LAKES POST OFFICE, CALIF.

Also Operating Casa Diablo Hot Springs Store and Service Station
at Casa Diablo.

VIRGINIA LAKES

MONO'S SPORT PARADISE

Mono County is the greatest sports empire of the famous High Sierra Country and comparable to any similar area west of the Continental Divide. You can see and fish the Virginia Lake Section by Saddle and Pack leisurely and comfortably. You've no idea how little it costs.

DAY TRIPS FROM BARKS BASE CAMP

Virginia Lakes [2]	Mote Lake [Golden]
Red Lake	Spiller Creek
Trumbull Lake	Return Creek
Blue Lake	Matterhorn Creek
Summitt Lake	Piute Creek
Cooney Lake	Robinson Creek
Frog Lakes [5]	

There are More Than 300 Lakes in this District

Write For Prices, Information or Reservations to

GORDON BARKS
BRIDGEPORT, CALIF.



*The cover
design on this
booklet by...*

TILLMAN GOODAN

ADVERTISING ARTIST
Specializing in Western Subjects

1219 DETWILER BUILDING
412 W. 6th. St., Los Angeles

TELEPHONE · TUCKER · 8166

FURNISHED CABINS AT KEOGH'S HOT SPRINGS



TOURIST GARAGE AND SERVICE STATION

OFFICIAL GARAGE
AUTO CLUB OF SOUTHERN CALIFORNIA

[WE NEVER CLOSE]

MOJAVE, CALIFORNIA



I K E S SERVICE STATION

UNION GASOLINE AND OILS
MINOR REPAIRS

ON DEATH CURVE 1/2 MILE NORTH OF
PALMDALE

PHONE 6967

RESIDENCE 5774

S. P. HUNSAKER THE OUTDOOR STORE

CAMPERS SUPPLIES

FISHING TACKLE AND AMMUNITION

OUTDOOR CLOTHING

429 W. SECOND ST.

POMONA, CAL.

HI-WAY GARAGE

SMITH & BABCOCK

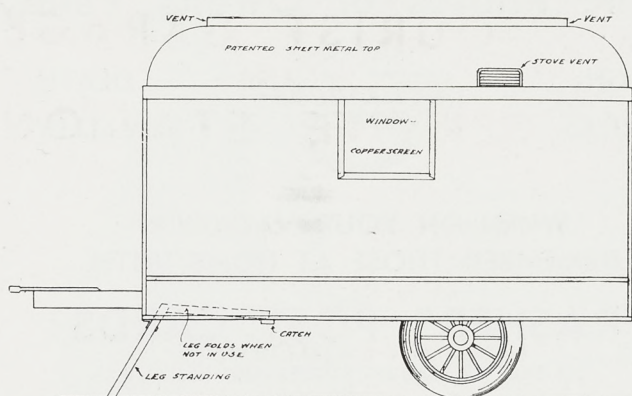
+ +

AUTO TIRES AND GENERAL REPAIRING

+ +

BIG PINE, CALIFORNIA

TRAVEL HOME HOUSE TRAILER



NOT A CAMP OUTFIT BUT A HOME

Your traveling worries are over, no need to wonder what kind of a bed you will have to sleep in or what kind of a restaurant is in the town ahead. The minute you stop you are home. nothing to unpack, no spending hours putting up a tent and getting meals ready.

No need to drive far into the night

to find accommodation but pick out your spot and you are home.

How often you have passed a place you would have liked to stay overnight, but no accommodation, so you didn't get the full pleasure out of your vacation. Don't let it happen again, buy a TRAVEL HOME HOUSE built and sold by a Licensed Dealer.

I BUILD TRAILERS TO YOUR OWN SPECIFICATIONS

HARRY BRUMPTON

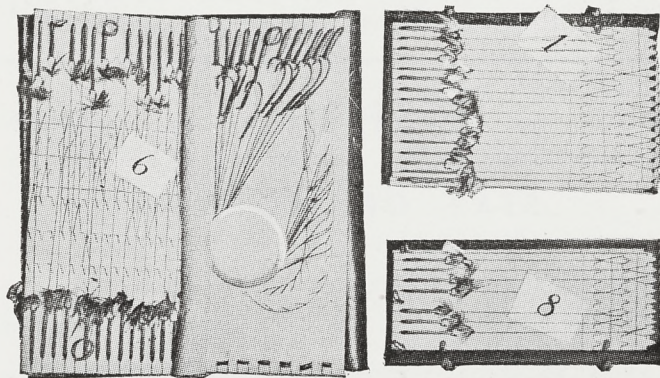
FACTORY 1637 WEST 68th STREET

THornwall 0940

LOS ANGELES

State License Permit No. 96

At Last—The Fisherman's Ideal



Your Flies Are Always Like New

They are covered with one piece of high grade leather and are hand-sewed with leather thongs, which also serve to fasten the heavy polished celluloid leaves which are 1-16 inch thick and very strong. The leaves are slotted at the ends to hold small rubber bands, while across the face are cemented small celluloid strips

with prongs or "saw-teeth." The fly is fastened by hooking it in a rubber band and pulling up the loop and hooking it over one of the prongs. This arrangement will insure the gut always remaining straight and the loop open. Flies cannot fall out. There are chamois pads between the leaves and one pocket in each book for leaders.

Celluloid Fly Hat Bands, Dry Fly Boxes and Rubber Lined Leader Books

At any modern Sporting Goods Store or they may be obtained by writing direct to Factory

N. C. FIGLEY

1207 Miramar St.

Los Angeles

WHERE ARE THEY BITING? + ASK CULVERS AT BISHOP

Scenic Photos of Owens Valley

HIGH
SIERRAS



DEATH
VALLEY

WHEN ON YOUR VACATION
REMEMBER THOSE AT HOME WITH
FRASHERS POST CARDS

ON SALE AT LEADING STORES AND RESORTS

LET US EXAMINE YOUR EYES
BEFORE YOU GO AWAY



HIGHLY SCIENTIFIC
OPTICAL SERVICE

WE SPECIALIZE IN
GLASSES FOR DRIVING

DRS. KOHLBRAND & FLORSHEIM
OWL DRUG STORE + SUBWAY TERMINAL

MUTUAL 4589

WYOMING 1227

LOS ANGELES

LEAVE WORD AT THE-

HAZARD SUPER SERVICE STATION
IF YOU HAVE FRIENDS WHO ARE GOING TO FOLLOW

DINING — FISHING — DANCING

On Beautiful 350 Foot Steel Ship Anchored 3 Miles Off Shore

STAR OF SCOTLAND

Launch "SCOTTY" Leaves Pier Every Forty Minutes

CONTINUOUS SERVICE SATURDAY NIGHT

Lick Pier, Ocean Park

Morris Pier, Santa Monica

Fare \$1. Round Trip Children, 50c. Hotel Accommodations

Phone Santa Monica 82841

LIVE BAIT AVAILABLE

Fight the Trout—Not Your Tackle!

You Can Multiply Your Vacation Pleasures by Knowing How

THE ANGLERS' MANUAL will teach you how. Sixty-two halftones and diagrams illustrating Fly Casting, Roll Cast, False Cast, Anglers Knots, care of equipment, Rod Wrapping, Line Splicing, Tournament Casting, Trout's eye view and dope for Anglers.

The Best Half Dollar A Fisherman Ever Spent

ROY L. "Doc" HASLETT
Angling Instructor at the Red Lion Angling Club
A SCHOOL FOR FISHERMEN

Fairfax Avenue between Beverly and 3rd

LOS ANGELES



Add Joy and Comfort to Every
Phase of Outdoor Life

SLEEP or SWIM ON AIR! . . .

Those of you Campers who have never experienced the delight of sleeping on air have a thrill coming to your list of experiences.

Soft as a feather bed—warm as toast these mattresses occupy no more space than the ordinary blanket and little more weight.

A few strokes of the pump and you are ready for a night of invigorating and refreshing sleep.

Field Scout Knows

Jackson Hole, Wyoming, Sept. 10, 1931

At the risk of becoming a Featherlike fan, I am writing you to express my appreciation of your unmatched products. During my surveys I have used your air mattress duffle bag-shower-pump and your waders and they have been uniformly serviceable in fact the best of their kind I have ever used.

Good luck always.-

M. B. RICE, Manager Stream Survey

Featherlike Products Last

Featherlike pneumatic products are built of the best procurable materials and should last almost a life time with proper care. Our products are unconditionally guaranteed.

Waders

Featherlike Custom built waders - built to fit have found a place in the outfit of the discriminating sportsman. Every user of this wader becomes an enthusiast.

Guarantee

Featherlike products are the best we know how to make. They stand the gaff. Our products have stood up for ten years and more. Our guarantee behind our name is that "They are right or we make them right".

ASK YOUR DEALER OR WRITE

Featherlike Pneumatic Products

5211 SO. BROADWAY
LOS ANGELES, CALIFORNIA



THE HEART OF THE HIGH SIERRA

A Different Vacation This Year . . .

In the heart of Mono County's unparalleled fishing and hunting empire at a real 5000 acre cattle ranch where good food and hospitality are traditions.

Bring the Whole Family to the Sierras

Leave the wife and kiddies as our guests. They are happy and healthy in this homelike atmosphere far from the roaring highways. There's a gentle saddle horse in the corral for every member of the family. You can visit all the lakes and hidden beauty places just a few happy miles from our door step. See the most beautiful of the Sierras from the saddle. There are courteous and efficient packers and guides to take you.

Spend Your Vacation in America's Switzerland

This outdoor garden spot is ten short hours from the heart of Los Angeles or San Francisco and three hours from Reno or Tahoe. Mono County is as scenic as well as a sportman's paradise. A thousand lakes and streams are full of game trout and the forests with deer and other game. Plan now for a summer vacation into the land of Sunshine-Health-Fish-Game and Happiness. Our guest home is located just six miles southwest of Bridgeport. Easily accessible over good roads. An illustrated folder will gladly be sent you. Mail, phone and telegraph address Bridgeport, Cal.

HUNEWILL GUEST RANCH



These signs mark the Midland Trail
through Owens Valley, the
Sportsman's Paradise



When you have finished with this booklet place a stamp on it and mail to some friend who will be glad to know about the Sports in the High Sierra.

PLACE
STAMP
HERE